

Document	Privacy Policy
Organisation	Vizabl Ltd
Company No.	10831304
VAT No.	271821605
Registered Address	55 School Road, West Wellow, Romsey, Hampshire, SO51 6AR
Website	vizabl.co.uk
Contact Email	vizabl@vizabl.co.uk
Telephone	01794 874488
Last Updated	May 2025
Review Date	May 2026

1. Introduction

Vizabl Ltd ("we", "us" or "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store and share personal data when you visit our website at vizabl.co.uk, contact us, or engage with us in connection with our services.

This policy is issued in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018. Please read it carefully. If you have any questions, please contact us using the details in Section 13.

2. Who We Are

Vizabl Ltd is the data controller for the personal data described in this policy. This means we determine the purposes for which and the manner in which personal data is processed.

We are registered with the Information Commissioner's Office (ICO) as a data controller. If you have any concerns about how we handle your personal data, you have the right to contact the ICO directly (see Section 12).

Data Controller	Vizabl Ltd
Company No.	10831304
Registered Address	55 School Road, West Wellow, Romsey, Hampshire, SO51 6AR
Email	vizabl@vizabl.co.uk
Telephone	01794 874488 07454 911411

3. Personal Data We Collect

We may collect the following categories of personal data:

3.1 Data You Provide to Us

- Name and job title
- Organisation or company name
- Email address
- Telephone number(s)

- Postal address
- Information you include in enquiries, messages or correspondence with us
- Any other information you voluntarily provide when contacting us or engaging our services

3.2 Data We Collect Automatically

When you visit our website, we may automatically collect:

- Your IP address and approximate location
- Browser type and version
- Device type and operating system
- Pages visited and time spent on each page
- Referring website or search terms
- Date and time of your visit

This information is collected via cookies and similar technologies. Please refer to our Cookie Policy for full details.

3.3 Data from Third Parties

We may receive limited data about you from third-party platforms including:

- LinkedIn — if you interact with our LinkedIn company page or LinkedIn advertising
- Facebook / Meta — if you interact with our Facebook page or Meta advertising
- Google — analytics data aggregated and anonymised by Google Analytics

4. How We Use Your Personal Data

The table below sets out the categories of personal data we process, the purposes for which we use it, our legal basis under UK GDPR, and how long we retain it.

Category of Data	Purpose	Legal Basis	Retention Period
Contact details (name, email, phone, organisation)	Responding to enquiries and providing information about our services	Legitimate interests (Art. 6(1)(f)) — to respond to potential clients	3 years from last contact, or until you ask us to delete
Contact details and project information	Delivering our services and managing client relationships	Performance of a contract (Art. 6(1)(b))	7 years from end of contract (legal / tax obligations)
Contact details	Sending service updates, case studies or relevant information about C-Me profiling	Legitimate interests (Art. 6(1)(f)) or Consent (Art. 6(1)(a)) where required	Until you unsubscribe or withdraw consent
Website usage data (via cookies)	Understanding how visitors use our website and improving performance	Consent (Art. 6(1)(a)) — via cookie consent banner	26 months (Google Analytics default)
Contact details	Complying with legal obligations (e.g. tax, accounting, regulatory requirements)	Legal obligation (Art. 6(1)(c))	As required by law — typically 6-7 years
Any data submitted in communications	Establishing, exercising or defending legal claims	Legitimate interests (Art. 6(1)(f))	Duration of any relevant legal proceedings

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason that is compatible with the original purpose.

5. Our Lawful Basis for Processing

Under UK GDPR, we must have a lawful basis for processing your personal data. Depending on the context, we rely on one or more of the following:

- Consent (Art. 6(1)(a)) — where you have given clear consent for us to process your data for a specific purpose, such as receiving marketing communications or accepting non-essential cookies
- Performance of a contract (Art. 6(1)(b)) — where processing is necessary to deliver services you have engaged us to provide
- Legal obligation (Art. 6(1)(c)) — where we are required to process data to comply with a legal obligation, such as tax or accounting requirements
- Legitimate interests (Art. 6(1)(f)) — where processing is necessary for our legitimate business interests, provided those interests are not overridden by your rights and interests

Where we rely on legitimate interests, those interests are: responding to enquiries from prospective clients, maintaining business relationships, and improving our services.

6. Marketing Communications

We may send you information about our services, C-Me profiling, case studies or relevant updates where:

- You have engaged with us and we are communicating about our own similar services (soft opt-in under PECR), and you have not opted out; or
- You have given explicit consent to receive marketing from us

You can opt out of marketing communications at any time by:

- Clicking the unsubscribe link in any marketing email we send
- Emailing us at vizabl@vizabl.co.uk with the subject "Unsubscribe"
- Calling us on 01794 874488

Opting out of marketing will not affect communications necessary for the delivery of services you have engaged us to provide.

7. Sharing Your Personal Data

We do not sell your personal data. We may share your data with the following categories of third parties, only where necessary and with appropriate safeguards in place:

7.1 Service Providers

We use trusted third-party service providers who process data on our behalf, including:

- Wix.com — website hosting and platform provider
- Google LLC — analytics (Google Analytics) and potentially email (Google Workspace)
- Microsoft — productivity tools (if applicable)
- C-Me Colour Profiling — for delivery of profiling services (where you or your organisation engage our C-Me services)

All service providers are required to process your data in accordance with our instructions and applicable data protection law.

7.2 Social Media Platforms

Where you interact with us via LinkedIn or Facebook/Meta, those platforms process data in accordance with their own privacy policies. We may receive aggregated, anonymised data about engagement with our content on those platforms.

7.3 Legal and Regulatory Requirements

We may disclose your personal data to third parties if required to do so by law, court order, or if we believe disclosure is necessary to protect our rights, your safety or the safety of others.

7.4 Business Transfers

In the event that Vizabl Ltd is sold, merged or restructured, your personal data may be transferred to the new owner or successor entity, subject to the same protections described in this policy.

8. International Data Transfers

Some of our third-party service providers are based outside the UK, which means your personal data may be transferred and processed outside the UK. Where this occurs, we ensure appropriate safeguards are in place, including:

- Adequacy decisions — transfers to countries recognised by the UK as providing adequate data protection
- Standard Contractual Clauses (SCCs) — contractual protections approved by the ICO
- The UK-US Data Bridge — for transfers to US organisations certified under this framework

Specifically:

- Google LLC (USA) — processes data under Standard Contractual Clauses and the UK-US Data Bridge
- Meta Platforms, Inc. (USA) — processes data under Standard Contractual Clauses
- LinkedIn Ireland Unlimited Company (Ireland / USA) — processes data under Standard Contractual Clauses

9. Data Security

We take the security of your personal data seriously and have implemented appropriate technical and organisational measures to protect it against unauthorised access, loss, destruction or alteration. These measures include:

- Use of secure, password-protected systems and devices
- Restricted access to personal data on a need-to-know basis
- Use of reputable, security-certified third-party platforms (Wix, Google)
- Regular review of our data handling practices

Where we have provided you (or where you have chosen) a password to access parts of our website or services, you are responsible for keeping that password confidential. We will never ask you for your password.

In the event of a personal data breach that is likely to result in a risk to your rights and freedoms, we will notify you and the ICO as required under UK GDPR.

10. How Long We Keep Your Data

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting and reporting requirements. The specific retention periods are set out in the table in Section 4.

In determining the appropriate retention period, we consider:

- The nature and sensitivity of the personal data
- The potential risk of harm from unauthorised use or disclosure

- The purposes for which we process the data and whether those purposes can be achieved by other means
- Applicable legal, regulatory, tax or accounting requirements

When personal data is no longer required, we securely delete or anonymise it.

11. Your Rights Under UK GDPR

You have the following rights in relation to your personal data:

Right of Access

You have the right to request a copy of the personal data we hold about you (a Subject Access Request). We will respond within one calendar month.

Right to Rectification

You have the right to request that we correct any inaccurate or incomplete personal data we hold about you.

Right to Erasure

You have the right to request that we delete your personal data where there is no compelling reason for us to continue processing it. This is sometimes called the "right to be forgotten". Note that this right is not absolute — we may need to retain certain data to comply with legal obligations.

Right to Restrict Processing

You have the right to request that we restrict the processing of your personal data in certain circumstances, for example while the accuracy of the data is being verified.

Right to Data Portability

Where we process your data by automated means on the basis of your consent or a contract, you have the right to receive that data in a structured, commonly used and machine-readable format, and to have it transferred to another data controller where technically feasible.

Right to Object

You have the right to object to our processing of your personal data where we rely on legitimate interests as our legal basis. You also have an absolute right to object to processing for direct marketing purposes.

Rights in Relation to Automated Decision-Making

We do not currently carry out any automated decision-making or profiling that produces legal or similarly significant effects on individuals.

Right to Withdraw Consent

Where we process your data on the basis of your consent, you have the right to withdraw that consent at any time. Withdrawal of consent does not affect the lawfulness of any processing carried out prior to withdrawal.

How to Exercise Your Rights

To exercise any of the rights above, please contact us at:

Email	vizabl@vizabl.co.uk
Post	Data Requests, Vizabl Ltd, 55 School Road, West Wellow, Romsey, Hampshire, SO51 6AR
Telephone	01794 874488

We will respond to all legitimate requests within one calendar month. Occasionally it may take us longer if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

We may need to verify your identity before processing your request. We will not charge a fee for reasonable requests; however, we reserve the right to charge a reasonable fee or refuse requests that are manifestly unfounded or excessive.

12. Your Right to Complain

If you are unhappy with how we have handled your personal data, we encourage you to contact us in the first instance so we can try to resolve the matter.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO), the supervisory authority for data protection in the UK:

ICO Website	ico.org.uk
ICO Helpline	0303 123 1113
ICO Post	Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

13. Contact Us

If you have any questions about this Privacy Policy, wish to exercise your rights, or have a concern about how we use your personal data, please contact us:

Data Controller	Vizabl Ltd
Email	vizabl@vizabl.co.uk
Telephone	01794 874488
Mobile	07454 911411
Post	55 School Road, West Wellow, Romsey, Hampshire, SO51 6AR

14. Changes to This Policy

We review this Privacy Policy at least annually and whenever our data processing activities change materially. The date of the most recent update is shown at the top of this document.

Where changes are significant, we will notify you by email (if we hold your contact details) or by placing a prominent notice on our website. We encourage you to review this policy periodically.

Continued use of our website following notification of changes constitutes acceptance of the updated policy.