

Privacy Policy

Last updated: 17 December 2025

This Privacy Policy explains how **Equitelligent Ltd** (“we”, “us”, or “our”) collects, uses, and protects your personal data when you use our website and services (the “Service”). It also explains your privacy rights and how UK law protects you.

By using the Service, you agree to the collection and use of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

Words with initial capital letters have meanings defined below. These definitions apply whether the terms appear in singular or plural form.

Definitions

For the purposes of this Privacy Policy:

- **Account** means a unique account created for you to access all or part of the Service.
 - **Affiliate** means an entity that controls, is controlled by, or is under common control with another entity, where control means ownership of 50% or more of voting rights or equity.
 - **Company** refers to **Equitelligent Ltd**.
 - **Cookies** are small files placed on your device by a website, used to store information about your browsing activity.
 - **Country** refers to the United Kingdom.
 - **Device** means any device capable of accessing the Service, such as a computer, mobile phone, or tablet.
 - **Personal Data** means any information relating to an identified or identifiable individual.
 - **Service** refers to the website and services operated by the Company.
 - **Service Provider** means any third party that processes data on behalf of the Company.
 - **Third-Party Social Media Service** means any social network through which you may log in or register for the Service.
 - **Usage Data** means data collected automatically when using the Service.
 - **Website** refers to the Company’s website, accessible at www.equitelligent.co.uk
 - **You** means the individual or legal entity accessing or using the Service.
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Collecting and Using Your Personal Data

Types of Data Collected

Personal Data

We may collect the following information:

- Email address

- First name and surname
- Telephone number
- Address, postcode, city, county, and country
- Usage Data

Usage Data

Usage Data is collected automatically and may include IP address, browser type and version, pages visited, time and date of visits, time spent on pages, and diagnostic data.

Where you access the Service via a mobile device, we may also collect information about the device type, operating system, and mobile browser.

Information from Third-Party Social Media Services

You may register or log in using third-party services such as:

- Google
- Facebook
- Instagram
- Twitter (X)
- LinkedIn

If you do so, we may receive Personal Data associated with those accounts, such as your name and email address, in accordance with your privacy settings on those platforms.

Cookies and Tracking Technologies

We use Cookies and similar technologies to operate and improve the Service.

Cookies may be **Session Cookies** (deleted when you close your browser) or **Persistent Cookies** (stored on your device).

We use Cookies for the following purposes:

- **Essential Cookies** – required for the Service to function properly
- **Cookie Consent Cookies** – to record your cookie preferences
- **Functionality Cookies** – to remember user preferences and settings

You can control Cookies through your browser settings. If you disable Cookies, parts of the Service may not function correctly.

How We Use Your Personal Data

We use Personal Data to:

- Provide and maintain the Service
- Manage user accounts

- Fulfil contractual obligations
 - Communicate with you about updates, security issues, or support requests
 - Provide information about our services (where permitted by law)
 - Respond to enquiries and requests
 - Improve the Service, analytics, and user experience
 - Support business transfers or restructuring
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Sharing Your Personal Data

We may share your Personal Data:

- With Service Providers
 - With Affiliates
 - With business partners
 - In connection with a merger, acquisition, or asset sale
 - Where content is shared publicly by you
 - Where required by law
 - With your explicit consent
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Retention of Personal Data

We retain Personal Data only for as long as necessary to fulfil the purposes outlined in this Privacy Policy and to comply with legal, regulatory, or contractual obligations.

Usage Data is generally retained for a shorter period unless required for security or legal reasons.

International Data Transfers

Your Personal Data may be transferred and processed outside the UK. Where this occurs, we ensure appropriate safeguards are in place in accordance with UK GDPR.

By submitting your information, you consent to such transfers.

Your Data Protection Rights

You have the right to:

- Access your Personal Data
- Request correction or deletion
- Restrict or object to processing
- Withdraw consent at any time
- Lodge a complaint with the ICO

You may exercise these rights by contacting us.

Security of Your Personal Data

We take appropriate technical and organisational measures to protect your Personal Data. However, no method of transmission over the internet is completely secure.

Children's Privacy

The Service is not intended for children under the age of 13. We do not knowingly collect Personal Data from children. If you believe a child has provided us with Personal Data, please contact us.

Links to Other Websites

Our Service may contain links to third-party websites. We are not responsible for their content or privacy practices.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes take effect when published on this page.

Contact Us

If you have any questions about this Privacy Policy or how we handle your data, please contact:

Email: info@equitelligent.co.uk

Website: www.equitelligent.co.uk

Concerns and Complaints

If you have concerns about how your Personal Data is handled, please contact us at info@equitelligent.co.uk.

You also have the right to raise a complaint with the **Information Commissioner's Office (ICO):**

<https://ico.org.uk/concerns>
