PRIVACY NOTICE

WEBSITE USERS

WHY WE PROCESS YOUR DATA

This privacy notice is for website users.

In summary, we process personal data for the following purposes:

- to respond to website enquiries
- to undertake direct marketing
- to improve website performance and marketing

TRANSFERRING PERSONAL DATA OVERSEAS

For us to perform the normal functions of our company and in providing you with goods and services, in some instances we need to send personal data outside the UK. Where this is the case, we either transfer to a country that has been deemed "adequate" for personal data transfers by the UK government (such as one of the countries in the European Economic Area) or alternatively put appropriate safeguards in place such as the UK's International Data Transfer Agreement to the EU Commission Standard Contractual Clauses).

AUTOMATIC DECISION-MAKING AND ONLINE PROFILING

Through the use of some cookies on this website we may carry out automated processing and profiling.

INFORMATION SOURCES

We receive information about you provided from third parties if you enable cookies.

DATA TYPE	SOURCE
Device usage, website behaviour, age, location, gender, interests	Google
Device usage, website behaviour, location, gender, interests	HubSpot
Device usage, website behaviour, location, gender, interests	Hotjar

HOW WE USE PERSONAL DATA

Where we process your personal information for legitimate interests this means that we assessed that we have a legitimate interest in the processing for the stated purpose, that the processing is necessary for this purpose, and we have not infringed upon your interests, rights or freedoms.

PURPOSE	DATA PROCESSED	USE OF DATA	LAWFUL BASIS FOR PROCESSING	DATA SHARING	RETENTION PERIOD
Product Development & Service	Name, organisation, email address, physical address and phone number.	Where you are not yet a client, to contact you by phone, email or post.	Consent	IT service providers	1 year
		Where you are a client, to contact you by phone, email or post.	Legitimate interest		1 year
To respond to customer enquiries via website contact form	Name, email address, physical address and phone number.	Where you are not yet a client, to contact you by phone, email or post.	Legitimate interest	IT service providers	1 year
		Where you are a client, to contact you by phone, email or post.	Legitimate interest		1 year
To improve website performance	Device usage, website behaviour	To understand better how a visitor navigates the website	Consent	IT service providers Google, HubSpot	1 year

YOUR RIGHTS

RIGHT	DETAIL
Marketing – You have a right to object to direct marketing.	You have a right to object to processing of your personal information for direct marketing purposes.
Rectification – You have a right to rectification of inaccurate personal information and to update incomplete personal information.	If you believe that any of the information that we hold about you is inaccurate, you have a right to request that we restrict the processing of that information and to rectify the inaccurate personal information.
Erasure – You have a right to request that we delete your personal information.	You may request that we delete your personal information if you believe that: • we no longer need to process your information for the purposes for which it was provided; • we have requested your permission to process your personal information and you wish to withdraw your consent;

	• we are not using your information in a lawful manner; or • you have objected to your data being processed.
Restriction – You have a right to request us to restrict the processing of your personal information.	You may request us to restrict processing your personal information if you believe that: • any of the information that we hold about you is inaccurate; • we no longer need to process your information for the purposes for which it was provided, but you require the information to establish, exercise or defend legal claims; or • we are not using your information in a lawful manner.
Objection – You have a right to object to the processing of your personal information.	You have a right to object to us processing your personal information, including the profiling of your information (and to request us to restrict processing). We may override this request where: • we determine that there is a compelling and legitimate grounds for the processing; • we need to process your information to investigate and protect us or others from legal claims.
Portability – You have a right to data portability.	You may request us to transfer to a third-party your data in a machine-readable format where the: • personal information was provided on the basis of consent; • processing is by automated means; and • processing is based on the fulfilment of a contractual obligation.
Withdraw consent – You have a right to withdraw your consent.	Where we rely on your consent to process your personal information for a particular purpose, you have a right to withdraw your consent at any time for that purpose.
Access – You have a right to request a copy of the personal information we hold about you.	To exercise these rights please send an email to dataprotection@gx-s.uk.
Lodge complaints – You have a right to lodge a complaint with the regulator.	If you have a complaint, please send an email to complaints@gx-s.uk. We hope that we can address any concerns you may have, but you also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk

CHANGES TO THIS PRIVACY NOTICE

This Privacy Notice was last updated on the 21 April 2026.