

# Privacy Policy

## 1. Introduction

This Privacy Policy explains how Reliable Insights ("we", "us", "our") collects, uses, and protects personal information you provide when you use our website ([www.reliable-insights.com](http://www.reliable-insights.com)) and associated web services. We are committed to ensuring that your privacy is protected and to complying with all applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

## 2. Who We Are

Reliable Insights is a UK-based company specialising in data analytics and predictive modelling. We are the data controller of any personal data you provide to us.

If you have any questions about this policy or our data practices, please contact:

Data Protection Officer  
Reliable Insights  
Email: [dataprotection@reliable-insights.com](mailto:dataprotection@reliable-insights.com)  
Address: 4, The Heights, Leek Staffs. ST13 7LQ

## 3. Information We Collect

We may collect and process the following types of personal data:

- Contact Information - such as your name, email address, job title, and organization
- Account Information – when you create an account for our web service
- Usage Data – including IP address, browser type, access times, pages viewed, and referring URL
- Technical Data – such as login data, device identifiers, cookies, and similar technologies
- Correspondence – including messages and communications you send to us
- Process and operational data – as you may be upload to our platform

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### **4. How We Use Your Data**

We use your personal data to:

- Provide and maintain our website and web services
- Respond to your enquiries and provide customer support
- Manage user accounts and access permissions
- Improve our services, website usability, and user experience
- Send updates, promotional communications (if you have opted in), or service-related notifications
- Comply with legal or regulatory obligations

### **5. Legal Basis for Processing**

Our legal basis for processing your personal data includes:

- Your consent (where applicable)
- Performance of a contract with you
- Our legitimate interests (e.g. service improvement, marketing)
- Compliance with legal obligations

### **6. Data Sharing and Transfers**

We do not sell your data. We may share your personal data with:

- Service providers (e.g. hosting, analytics, email communication platforms)
- Professional advisors (e.g. legal, accounting)
- Regulators or legal authorities if required by law

Some service providers may store or process data outside the UK. Where applicable, we ensure appropriate safeguards are in place, such as UK-approved Standard Contractual Clauses.

### **7. Data Retention**

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected, including legal, accounting, or reporting requirements.

### **8. Your Rights**

Under UK GDPR, you have the right to:

- Access your personal data

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- Correct inaccuracies in your data
- Request erasure of your data ("right to be forgotten")
- Restrict or object to certain processing
- Data portability (where applicable)
- Withdraw consent (where processing is based on consent)

To exercise any of these rights, please use the functionality provided within the webservice, or contact us at [dataaccessandclarificationrequest@reliable-insights.com](mailto:dataaccessandclarificationrequest@reliable-insights.com)

### **9. Cookies and Tracking Technologies**

We use cookies and similar technologies to ensure the secure delivery of our product, enhance your experience, monitor website usage, and support marketing efforts. For detailed information, please refer to our Cookie Policy on our home page.

### **10. Data Security**

We implement appropriate technical and organisational measures to protect your personal and operational data, including encryption, access controls, and secure hosting environments.

### **11. Third-Party Links**

Our website may contain links to external sites. We are not responsible for the privacy practices of other websites. We encourage you to read their privacy policies.

### **12. Changes to This Policy**

We may update this Privacy Policy from time to time. Changes will be posted on this page and, where appropriate, notified to you by email or via our website.

### **13. Complaints**

If you have a concern about our handling of your personal data, please contact us first. You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at [www.ico.org.uk](http://www.ico.org.uk).