

WEBSITE PRIVACY NOTICE

Effective date: 1 May 2026

1. Purpose, scope and definitions

This Website Privacy Notice (“**Privacy Notice**”) applies only to the Website. The Company owns and operates the Website.

This Privacy Notice forms part of and must be read in conjunction with the binding Terms of Use as published on the Website. Capitalised terms not otherwise defined in this Privacy Notice have the meanings given to them in the Terms of Use.

In this Privacy Notice, “**Personal Data**” means any information that is collected via the Website and relates to an identified or identifiable individual.

This Privacy Notice is intended to inform you about how Personal Data is collected, used and protected in connection with your access to and use of the Website.

2. Data controller

The Company acts as the data controller in respect of any Personal Data processed through the Website.

3. Personal Data we collect

We may collect Personal Data when you visit the Website or when you choose to provide information through the Website.

The types of Personal Data that may be collected through the Website include:

- Identification and contact details, such as your name, email address, phone number or any other information you choose to provide when submitting an enquiry through the contact-us form;
- Marketing communication preferences, where these are submitted together with your contact details;
- Technical information, such as IP address, browser type, device information, operating system, date and time of access and pages viewed, to the extent that such information constitutes Personal Data.
- Communication-related information, such as the content of your message or enquiry submitted through the Website.

We do not intentionally collect sensitive or special category Personal Data through the Website and request that you do not submit such information.

4. How we use Personal Data

Personal Data collected through the Website is used for the purposes set out below, and for other purposes that are compatible with the original context of collection and the legal bases described in Section 5:

- To respond to enquiries submitted through the Website, including communicating with you about your request;
- To operate and manage access to the Website, including supporting basic functionality and ensuring the Website displays and performs correctly;
- To send marketing communications, where you have chosen to receive them;
- To maintain the security, stability and functionality of the Website, including monitoring system performance, detecting and preventing misuse, and troubleshooting technical issues;
- To comply with legal obligations or exercise legal rights, including obligations relating to security, fraud prevention and regulatory compliance.

Personal Data collected through the Website is not used for behavioural tracking, analytics, or to make decisions based solely on automated processing, including profiling.

5. Lawful bases for processing

Personal Data collected through the Website is processed on one or more of the following legal bases, depending on the nature and context of the processing activity:

- Consent: where you have actively opted in to receive marketing communications through the Website;
- Legitimate interests: where processing is necessary to respond to enquiries submitted through the Website or to support the operation, security and maintenance of the Website, provided such interests are not overridden by the rights and freedoms of the individual;
- Legal obligation: where processing is necessary to comply with applicable laws, including obligations relating to security, fraud prevention or regulatory compliance.

6. Disclosures to third parties

We do not currently share Personal Data with third-party service providers. If, in the future, we engage trusted third-party providers to support the Website and such engagement requires access to Personal Data, any disclosures will be limited to what is strictly necessary and subject to appropriate contractual safeguards. Personal Data may also be disclosed to regulators, courts or law enforcement authorities where required by law.

7. International data transfers

Personal Data is stored within the United Kingdom (UK) and/or the European Economic Area (EEA). No transfers of Personal Data are made to countries outside the UK or EEA. Should any transfer of Personal Data outside the UK or EEA become necessary, appropriate safeguards will be implemented in accordance with applicable data protection laws.

8. Data retention

Personal Data is retained only for as long as necessary to fulfil the purposes for which it was collected. Retention periods are reviewed periodically, and Personal Data is securely removed when no longer required.

9. Rights of individual Visitors

Under the UK GDPR, individuals have certain rights in relation to their Personal Data. These include the right:

- To be informed about the collection and use of Personal Data;
- To request access to Personal Data held by us;
- To request rectification of inaccurate or incomplete Personal Data;
- To request erasure of Personal Data, in certain circumstances;
- To request restriction of processing, in certain circumstances;
- To request data portability, in certain circumstances;
- To object to processing, including for direct marketing, in certain circumstances;
- Not to be subject to decisions based solely on automated processing, including profiling.

To exercise any of these rights, please contact us using the details provided below. We may take reasonable steps to verify identity before responding to a rights request.

10. Cookies

The Website uses cookies only where strictly necessary for its core functionality. These may include cookies used to:

- Enable basic page navigation and rendering;
- Support load balancing and server performance;
- Maintain Website security and prevent abuse.

These cookies are essential for the Website to operate correctly and securely. They do not identify Visitors, do not collect Personal Data for marketing or analytics purposes,

and do not track browsing activity across other websites. As these cookies are strictly necessary for the operation of the Website, they are always active and do not require consent under applicable English law.

No separate cookie policy is maintained as this clause provides the full disclosure required under applicable law.

11. Marketing communications

Where you submit a contact form and tick the relevant checkbox to provide your consent to receive marketing communications, we may send occasional updates about our services. You may withdraw your consent at any time by clicking the unsubscribe link included in our marketing communications or by contacting us using the details provided in this Privacy Notice.

12. Visitors under 18

The Website is intended solely for use in a business-to-business context and is not directed at individuals under the age of 18. Where such individuals are authorised representatives of a business or other organisation, it is the responsibility of the organisation to ensure that the individual's authorisation is lawful and appropriate.

13. Amendments

This Privacy Notice may be updated from time to time to reflect changes in legal requirements, business practices or the way Personal Data is processed. Any updated version will be identified by a revised "Effective date" and will take effect upon publication. Visitors are encouraged to review this Privacy Notice periodically to remain informed of any updates.

If an update includes material changes that significantly affect individuals' rights or the purposes for which Personal Data is processed, reasonable steps may be taken to notify affected individuals, such as posting a notice on the Website.

14. Contact information

The Company's director oversees matters relating to this Privacy Notice. For any questions, comments or requests to exercise legal rights, please contact us at: enquiries@optimisare.com.

Should our response not be deemed satisfactory, a complaint can be lodged with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection matters:

Website: <https://www.ico.org.uk>

Phone: 0303 123 1113