



GeoCerta Privacy Policy

This Privacy Policy explains how **GeoCerta Limited** (“GeoCerta”, “we”, “us”, or “our”) collects and processes your personal information through your use of our website and when you purchase our products and services.

1. Who We Are

GeoCerta is a company registered in England and Wales. We act as the **Data Controller** for your personal data, meaning we determine how and why your information is processed.

2. The Data We Collect

We may collect the following categories of information about you:

- **Identity & Contact Data:** Name, job title, company name, email address, and phone number.
- **Technical & Usage Data:** IP address, login data, browser type, and information about how you use our website and services.
- **Financial Data:** Bank account and payment card details if you purchase services.
- **Marketing & Profile Data:** Your preferences for receiving communications and your account settings.

3. How We Collect Your Data

- **Direct Interaction:** Information you provide by filling in forms, subscribing to services, or communicating with us by email or phone.
- **Automated Technologies:** As you use our website, we automatically collect Technical Data via cookies and similar tools.
- **Third Parties/Public Sources:** We may receive data from public databases or social media to ensure our records are accurate.

4. How We Use Your Data

Under UK Data Protection Laws, we only use your data when we have a legal basis to do so. Key purposes include:

- **Contract Performance:** To manage and deliver the services you have purchased.
- **Legitimate Interests:** To improve our products, conduct data analytics, ensure network security, and grow our business through B2B marketing.
- **Legal Compliance:** To meet our regulatory or legal obligations.

5. Sharing Your Data

We may share your information with:

- **Third-party service providers** (e.g., IT hosting on AWS, marketing analytics).
- **Selected partners and sponsors** to enhance your experience at events or create industry opportunities.
- **Legal authorities** if required by law.

6. Data Security & Storage

- **Security:** We use technical and organisational measures (such as encryption and pseudonymisation) to protect your data.
- **Location:** Data is primarily stored on secure servers within the European Economic Area (EEA). If we transfer data outside the EEA, we ensure adequate protection is in place.
- **Retention:** We only keep your data for as long as necessary to fulfill the purposes for which it was collected, including legal requirements.

7. Your Legal Rights

You have specific rights regarding your personal data, including the right to:

- **Access** the data we hold about you (Subject Access Request).
- **Correct** inaccurate information.
- **Erase** your data or **restrict** its processing in certain circumstances.
- **Opt-out** of marketing communications at any time.

8. Contact Us

If you have questions or wish to exercise your rights, please contact us:

- **Email:** info@geocerta.io
- **Post:** GeoCerta Limited, Highland House, Mayflower Close, Chandlers Ford, Southampton SO53 4AR

You also have the right to lodge a complaint with the **UK Information Commissioner's Office (ICO)** (www.ico.org.uk).

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