

insightEx Privacy Policy Rev01

1. Who We Are

InsightEx Ltd (Company No. 15729037) is a UK-based consultancy specialising in ATEX and IECEx (explosive atmospheres) safety compliance. We provide training, e-learning, and compliance support to manufacturers of Ex-rated equipment.

In this policy, 'we', 'us', and 'our' refer to InsightEx Ltd. 'You' refers to any individual who submits their details via our scorecard tool or other contact forms, or who otherwise engages with our services.

Data controller contact: jon@insightex.co.uk

2. What Data We Collect

When you complete our scorecard or sign up via any InsightEx lead form, we may collect:

- First name and last name
- Email address
- Company name
- Scorecard responses and results
- Any additional information you voluntarily provide

We may also collect technical data such as IP address, browser type, and page interactions through our platform provider (ScoreApp / CRM platform) for analytics purposes.

3. How We Use Your Data

We use the personal data you provide for the following purposes:

- To deliver your scorecard results and any accompanying report or recommendations
- To send you relevant information about ATEX/IECEx compliance, including guides, whitepapers, and resources
- To contact you about InsightEx products and services that may be of interest to you, including InsightEx ONE membership
- To invite you to webinars, events, or training sessions
- To improve and develop our products and content based on aggregated insights

The legal basis for processing your data is:

- Legitimate interests – to follow up with individuals who have expressed interest in our services by engaging with our scorecard
- Consent – where you have explicitly opted in to receive marketing communications

4. How Long We Keep Your Data

We will retain your personal data for as long as is necessary to fulfil the purposes set out in this policy, or until you ask us to delete it. In practice, this means we will retain lead and contact data for up to three years from the date of collection, unless you unsubscribe or request deletion earlier.

5. Who We Share Your Data With

We do not sell your personal data. We may share data with the following categories of trusted third parties, solely to operate our services:

- ScoreApp – our scorecard platform provider (data processing agreement in place)
- GoHighLevel (or similar) – our CRM and marketing automation platform
- Email service providers used to send communications

All third-party processors are required to handle your data securely and in accordance with UK GDPR. We do not transfer your data outside the UK or EEA without appropriate safeguards in place.

6. Your Rights

Under UK GDPR, you have the right to:

- Access – request a copy of the personal data we hold about you
- Rectification – ask us to correct inaccurate or incomplete data
- Erasure – ask us to delete your personal data ('right to be forgotten')
- Restriction – ask us to limit how we use your data
- Objection – object to processing based on legitimate interests
- Data portability – receive your data in a structured, machine-readable format
- Withdraw consent – where processing is based on consent, you may withdraw at any time

To exercise any of these rights, please contact us at jon@insightex.co.uk. We will respond within 30 days. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at www.ico.org.uk.

7. Cookies and Tracking

Our scorecard platform may use cookies or similar tracking technologies to operate the service and gather analytics. Please refer to ScoreApp's own privacy documentation for further detail on their data practices.

8. How to Unsubscribe

You can opt out of marketing communications at any time by:

- Clicking the 'unsubscribe' link at the bottom of any email we send
- Emailing us at jon@insightex.co.uk with the subject line 'Unsubscribe'

Please note that unsubscribing from marketing communications will not affect your ability to receive transactional emails directly related to a service you have purchased.

9. Changes to This Policy

We may update this Privacy Policy from time to time. When we do, we will revise the 'Last updated' date at the top of this document. We encourage you to review this policy periodically.

10. Contact Us

InsightEx Ltd

Company No. 15729037

Email: jon@insightex.co.uk

Website: www.insightex.co.uk