



Privacy Notice

Version 2.0



Privacy Notice Summary

Inside Technology Ltd provides this notice to explain how personal data is collected, used, shared, and protected for website visitors, customers, and enquirers. Data is collected as needed to deliver services, improve user experience, and fulfil legal obligations. Individuals have rights regarding their data, including access, correction, deletion, and the ability to withdraw consent.

For questions or rights requests, contact privacy@inside.co.uk or call 03333 586222.

Frequently Asked Questions (FAQ)

1. What personal data is collected?

Website visitors: Technical data (IP address, browser type, device details), usage data (pages accessed, navigation patterns), and cookie-related data.

Customers/enquirers: Identity and contact information, financial and transaction records, profile data, marketing preferences, audio recordings (calls), and records from meetings or decisions.

2. How is data collected?

- Direct provision through forms, emails, or phone calls
- Website and support portal interactions
- Via cookies and analytics tools
- CCTV or other recordings
- Suppliers or service providers

3. Why is data collected and used?

- To operate and improve the website and related services
- To manage accounts and transactions
- To respond to enquiries, support requests, or complaints
- To send updates and marketing where consented
- To comply with legal and regulatory requirements

4. Who has access to the data?

- Internal staff and group companies
- Trusted external service providers (e.g. cloud services, accountants)
- Professional advisers (lawyers, bankers, auditors, insurers)
- Third parties involved in business transfers (sale, merger, acquisition)
- Public disclosure (such as testimonials) only occurs with explicit consent



5. Is data transferred outside the UK?

Yes, on occasion. For instance, Xero is based in the USA. All transfers are made according to UK data protection law (GDPR).

6. How is data kept secure?

Security measures are implemented to protect data from unauthorised access, loss, or misuse. Access is limited to necessary personnel, and all staff and providers are required to maintain confidentiality.

7. How long is data retained?

Data is stored only as long as required for its purpose, and for at least six years for legal and accounting reasons. Deletion can be requested under certain conditions.

8. What rights do individuals have?

Rights include:

- Access to data
- Correction or deletion of inaccurate data (Rectification)
- Request for erasure
- Restriction or objection to processing
- Request for data portability
- Withdrawal of consent at any time

9. How can rights be exercised or queries made?

Contact the Data Representative at privacy@inside.co.uk or call 03333 586222. Complaints may also be addressed to the Information Commissioner's Office (ICO).

10. Will this notice be updated?

The privacy notice is reviewed regularly and may change. Refer to the latest version as required.



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1. Introduction

We respect your privacy and are determined to protect your personal data. This privacy statement explains how we look after your personal data when you interact with us, whether via our website, by phone, email, in-person, or through social media. It also outlines your privacy rights and how data protection law protects you.

2. Who We Are and Important Information

Purpose of this Privacy Statement

This statement provides information on how we collect and process your personal data, including but not limited to data you provide through our website, via email, in person or over the phone:

- Enquire about our services
- Sign up for our services
- Use our support portal
- Engage in consultations or other contact

Please read this statement together with any other privacy notice we may provide on specific occasions. This statement supplements other notices and is not intended to override them.

Data Controller

Inside Technology Ltd is the controller and responsible for your personal data (referred to as “Inside Technology”, “we”, “us” or “our” in this statement).

Contact Details

Inside Technology
Fairways House Offices
Mount Pleasant Road
Southampton, Hampshire, England, SO14 0QB
T: 03333 586222
E: privacy@inside.co.uk

Third-party Links

Our website may include links to third-party websites, plug-ins, and applications. Clicking those links may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. Please read the privacy statement of every website you visit.

3. Definitions

Consent

Consent means we have permission from you after we gave you all the relevant information. All



your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time

Contract

Contract refers to the lawful basis for processing your personal data when it is necessary for the performance of a contract to which you are a party, or to take steps at your request before entering such a contract. For example, we need your contact details to provide you with our services or to respond to your enquiries. All your data protection rights may apply except the right to object.

Legitimate Interest

Legitimate interest is a lawful basis for processing your personal data where it is necessary for our (or a third party's) legitimate business interests, provided that your interests and fundamental rights do not override those interests. We carefully consider and balance any potential impact on you and your rights before processing your personal data for our legitimate interests.

4. The Personal Data We Collect About You

Personal data means any information about an individual from which that person can be identified.

We may collect, use, store, and transfer different kinds of personal data, including:

- **Identity Data:** first name, last name, username
- **Contact Data:** address, email, telephone numbers
- **Financial Data:** bank account details
- **Transaction Data:** payments, purchase history
- **Technical Data:** IP address, login data, browser type/version, location, operating system, device information
- **Profile Data:** usernames, passwords, preferences, feedback
- **Usage Data:** information about how you use our website, products, and services
- **Marketing and Communications Data:** preferences for marketing and communications
- **Audio Recordings:** calls
- **Records of Meetings & Decisions**

Data We Collect from Website Visitors

When you visit our website, we may collect:

- Technical Data (e.g., IP address, browser type, operating system, device information)
- Usage Data (e.g., pages visited, time spent, navigation paths)
- Cookie Data (see our Cookies Policy)



- Identity and Contact Data (if you submit an enquiry or register for services)

We use this data to:

- Operate and improve our website
- Analyse usage and trends
- Respond to enquiries or requests
- Maintain website security

Lawful Basis:

For website visitors, our lawful bases are typically Consent (for cookies, marketing, and enquiries) and Legitimate Interest (for website analytics and security).

Data We Collect from Customers and Enquirers

If you become a customer or make an enquiry, we may collect additional data:

- Identity and Contact Data (name, address, email, phone)
- Financial and Transaction Data (payments, purchase history)
- Profile Data (preferences, feedback)
- Audio Recordings and Meeting Records (calls, consultations)

We use this data to:

- Provide and improve our products and services
- Manage your account and transactions
- Communicate updates and marketing (with consent)
- Respond to queries, complaints, or claims

Lawful Basis:

For customers and enquirers, our lawful bases are Consent and Contract.

We do **not** collect special categories of personal data (e.g., race, religion, health, etc.) or information about criminal convictions and offences.

If You Fail to Provide Personal Data

If we need to collect data by law or under a contract and you do not provide it, we may not be able to perform the contract (e.g., provide goods or services). We will notify you if this is the case.

5. How We Collect Your Personal Data

We use different methods to collect data, including:

- **Direct interactions:** forms, correspondence by post, phone, email, or otherwise
- **Website:** contact forms, support portal, feedback, surveys
- **Cookies:** to gather anonymous statistical website usage data
- **CCTV or other recordings**
- **Debt collection agencies**
- **Suppliers and service providers**



6. How We Use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we use your data:

- To perform a contract with you
- Provide services and support
- Process payments and recover debts
- Communicate updates and marketing
- Improve our website and services
- Respond to queries, complaints, or claims
- To comply with legal or regulatory obligations

7. Our Lawful Bases for Collecting and Using Your Personal Data

Purpose/Activity	Type of Data	Lawful Basis for Processing
Website operation, analytics, and security (visitors)	Technical, Usage, Cookie	Legitimate Interest, Consent
To provide and improve products and services for clients	Identity, Contact, Financial, Transaction, Technical, Profile, Usage	Consent, Contract
Operation of client or customer accounts	Identity, Contact, Financial, Transaction	Consent, Contract
Information updates or marketing purposes	Identity, Contact, Marketing and Communications, Technical, Usage, Profile	Consent
Dealing with queries, complaints or claims	Identity, Contact, Audio Recordings, Records of Meetings & Decisions	Consent, Contract

Marketing Communications

With your consent, we may use your data to send you information about our services, promotions, and updates. You can opt out at any time.

Third-party Marketing

We do not share your data with any company outside Inside Technology Ltd (or its group, if applicable) for marketing purposes.

Cookies

We use cookies to log visitors to our website. You can manage your preferences through your browser settings.



Change of Purpose

We may process your data without your knowledge or consent where required or permitted by law.

8. Website Privacy and Online Services

This privacy statement applies to all interactions with Inside Technology Ltd, including those conducted via our website and online services.

When you visit our website, submit forms, use our support portal, or interact with us through digital platforms, we may collect and process personal data such as:

- **Technical Data:** IP address, browser type and version, operating system, device information, login data.
- **Usage Data:** how you navigate and use our website, services, and support tools.
- **Identity and Contact Data:** when you submit enquiries, register for services, or request support.
- **Marketing and Communications Data:** your preferences for receiving updates and promotional material.

We use this data to:

- Provide and improve our services
- Respond to enquiries and support requests
- Deliver relevant content and measure its effectiveness
- Maintain website security and performance

These activities are covered under the lawful bases of **Consent** and **Contract**, as outlined in the table under section 7.

Cookies

We use cookies to log visitors to our website and gather anonymous statistical data. Upon your first visit, you are informed about our use of non-essential cookies and asked to provide consent.

You can manage your cookie preferences at any time via your browser settings. Please note that disabling cookies may affect the functionality of certain parts of our website. Please see separate cookies policy.

9. Who We Share Your Personal Data With

We may share your personal data with the parties set out below for the purposes described in Section 7 of this statement.



Internal Third Parties

- Group companies and affiliated IT hosting providers within Inside Technology Ltd (where applicable).

External Third-Party Providers

As a managed IT service provider, we may engage trusted third-party service providers to assist us in delivering our services. These providers may process personal data on our behalf and are referred to as sub-processors under UK GDPR.

We ensure all sub-processors are contractually bound to meet appropriate data protection, confidentiality, and security requirements in line with applicable data protection laws.

Categories of Sub-Processors may include:

- Cloud Hosting Providers (infrastructure and platform services)
- Data Centre Server Hosting
- Backup and Disaster Recovery Services
- Integrated Productivity, Security, and Collaboration Platforms
- Business Communication and Collaboration Services
- Email Security and Filtering Services
- Remote Monitoring and Management (RMM) Tools
- Professional Services Automation (PSA) Tools
- Remote Support and Access Solutions
- Endpoint Protection and Antivirus Vendors
- Cloud-Based Accounting and Business Management Services
- Recurring Payments Management Platforms
- Marketing and Communications Platforms

Professional or Legal Advisers

We may share data with professional advisers acting as joint controllers, including:

- Lawyers
- Bankers
- Auditors
- Insurers

These advisers are based in the UK and provide consultancy, banking, legal, insurance, and accounting services.

Business Transfers

We may share your personal data with third parties in the event of:

- A sale, transfer, or merger of parts of our business or assets
- An acquisition or merger with another business

If a change happens to our business, the new owners may use your personal data in the same way as set out in this privacy statement.



Public Sharing (With Consent)

With your explicit consent, we may share your personal data publicly via:

- Our website
- Social media platforms
- Marketing and information media (e.g. written testimonials or case studies)

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We will never sell your personal data to third parties. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

10. International Transfers

Where necessary, we may transfer personal information outside of the UK. When doing so, we comply with the UK GDPR, making sure appropriate safeguards are in place.

For further information or to obtain a copy of the appropriate safeguard for any of the transfers below, please contact us using the contact information provided.

Our current International Transfers are outlined below:

Organisation name: Xero

Category of recipient: Accountancy Software

Country the personal information is sent to: USA

How the transfer complies with UK data protection law: The country or sector has a UK data bridge (also known as Adequacy Regulations)

11. Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used, or accessed in an unauthorised way, altered, or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, and they are subject to a duty of confidentiality.

While we strive to protect your personal data, please be aware that no method of transmission over the internet or electronic storage is completely secure. Therefore, we cannot guarantee the absolute security of your information.



We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

12. Data Retention

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

To determine the appropriate retention period, we consider:

- The amount, nature, and sensitivity of the data
- The potential risk of harm from unauthorised use or disclosure
- The purposes for processing and whether they can be achieved through other means
- Applicable legal obligations

By law, we are required to retain basic customer information (including contact, identity, financial, and transaction data) for **six years** after the customer relationship ends, for tax and accounting purposes.

In some circumstances, you may request that we delete your personal data. Please refer to **Section 13. Your Data Protection Rights** for more information.

We may also anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes. In such cases, we may use this information indefinitely without further notice.

13. Your Data Protection Rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible lawful bases in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are in brief set out below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:



- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [You can read more about this right here.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [You can read more about this right here.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [You can read more about this right here.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [You can read more about this right here.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [You can read more about this right here.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [You can read more about this right here.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [You can read more about this right here.](#)

No fee required (with some exceptions)

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable admin fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

What We May Need from You

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.



Time Limit to Respond.

If you make a request, we must respond to you without undue delay and in any event within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made several requests. In this case, we will notify you and keep you updated.

To make a data protection rights request, please contact us using the contact details at either the top or bottom of this privacy notice.

14. Changes to This Notice and Your Duty to Inform Us of Changes

This version was last updated on 22/09/2025. Historic versions are available on request. Please keep us informed of any changes to your personal data.

15. Queries, Requests or Concerns

To exercise your rights or raise concerns, contact our Data Representative:

T: 03333 586222

E: privacy@inside.co.uk

If unresolved, you may contact the Information Commissioner's Office:

T: 03031 231113

E: <https://ico.org.uk/global/contact-us/email/>

Address: ICO, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, UK



Change History

Date	Author	Change
22/09/2025	Sophie Gibson	Privacy notice rewritten – version 2.0 released