

Privacy Policy (GDPR)

At Helinalysis, we take your privacy seriously and are committed to handling your personal data transparently, securely and in line with applicable data protection laws.

Privacy at a glance:

- We only collect data you choose to share
- We use it to support our services and communication
- We never sell your data
- You control your information

Effective date: July 2026. This privacy policy explains how Helinalysis Limited collects, uses, stores and protects personal data when you use our website, contact us by email or phone, engage with our services, or provide feedback. We process personal data in accordance with the UK GDPR and the Data Protection Act 2018.

What information do we collect?

We collect no personal data simply as a result of you visiting our website. However, if you contact us, engage with our services or provide feedback, you may provide us with personal data such as your name, email address, telephone number, company details, and any other information you choose to share with us.

How will we use this information?

We collect your data so that we can:

- Develop and maintain a business relationship with you/your company
- Keep you informed of our latest products and services
- Respond to enquiries, review feedback, and improve the services we provide
- Contact you where you have given consent or where we have a legitimate business reason to do so

Where you provide feedback through surveys, we will only use your information to review responses and, where you have agreed, to follow up with you.

We only use personal data for the purposes for which it was collected.

What lawful basis do we rely on?

We rely on one or more lawful bases under UK GDPR depending on the purpose of processing. These may include consent, legitimate interests, performance of a contract or steps before entering into a contract, and legal obligations. Where we rely on consent, you may withdraw

your consent at any time.

We do not sell personal data. We will not share your information outside of our own company without a valid reason. Where necessary, we may share personal data with trusted partners, suppliers or sub-contractors who support our services, including where technical support is required. They are required to maintain appropriate confidentiality and security standards.

How do we store this information?

We only retain data that is legitimately required for our business relationship to progress. Data pertaining to pre-sales (enquiries, proposals, negotiations, etc) will generally be retained for five years from the last date of contact. We do this to simplify the sales process for future services and to avoid misunderstandings during any future negotiations.

If your contact leads to a business relationship, we will retain the information gathered for a period of five years after the termination of that relationship. We do this so that we have any information we might require to resolve any subsequent disputes or to defend any subsequent claims against us. We also do this because it is not unheard of for clients that have moved away from us for any reason, to return several years later. In these cases, it is helpful to both parties to have a complete set of historic correspondence.

Your personal data is stored securely, and access is restricted to authorised personnel only. Security measures include password protection, access controls, and secure handling procedures. Where sub-contractors or trusted partners support our services, they are required to commit to appropriate confidentiality and security standards.

What are your data protection rights?

We would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- The right to access – You have the right to request copies of your personal data. We may charge you a small fee for this service.
- The right to rectification – You have the right to request that we correct any information you believe is inaccurate. You also have the right to ask us to complete the information you believe is incomplete.
- The right to erasure – You have the right to request that we erase your personal data, under certain conditions.
- The right to restrict processing – You have the right to request that we restrict the processing of your personal data, under certain conditions.
- The right to object to processing – You have the right to object to our processing of your personal data, under certain conditions.
- The right to data portability – You have the right to request that we transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us as described later in this page.

You also have the right to complain to the UK Information Commissioner's Office if you are unhappy with how we handle your personal data.

Cookies

Our website does not use cookies. Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. For further information, visit allaboutcookies.org. The company that hosts our website may gather limited technical information when you access our website, such as the date, time, domain name, IP address, operating system, browser, and version. This technical information is used for hosting, security and operational purposes and is not used by us to identify you personally.

Privacy policies of other websites

Our website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

How to contact us

If you have any questions about our privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us:

By email: info@helinalysis.com

By phone number: +44 (0) 7833 252825

This policy is reviewed annually as part of the Management Review and updated where required. It will be reissued when changes are made.

NAME: Jonathan Ruxton

POSITION: Managing Director

DATE: 02 July 2026