

N3 PLATFORM

WEBSITE PRIVACY NOTICE FOR ANALYTICS PLATFORM

This Privacy Notice was last updated on: 19th November 2025

ABOUT US AND THIS NOTICE

This Privacy Notice applies to personal data collected through our website, www.n-3.co.uk, and collected if you use our service accessed through the website, and is provided by N3 Technologies Limited (company number 14501106) ('we' or 'us').

For this Privacy Notice, we are the 'controller' of your personal information.

As a controller, we are ultimately responsible for the personal data we collect from you, in accordance with the UK's data protection law. This includes: the Data Protection Act 2018, the Privacy and Electronic Communications (EC Directive) Regulations 2003 and the General Data Protection Regulation (EU) 2016/679 (each as adopted and amended in the UK post Brexit) (together the "Data Protection Laws").

We take your privacy very seriously. We ask that you read this Privacy Notice carefully as it contains important information about how we process your personal data and your rights.

How to contact us

If you have any questions about this Privacy Notice, how we handle your personal data, or want to exercise any of your rights, please contact:

- Name of data protection contact: **Gareth Parker (CTO)**
- Address: Seymour House 15a Frederick Road, Edgbaston, Birmingham, England, B15 1JD
- Email: support@n-3.co.uk

Complaints to the Regulator

If you do not think that we have processed your data in accordance with this Privacy Notice, you should let us know as soon as possible. Please contact us in the first instance. If you are not satisfied with our response, you also have the right to complain to the UK data protection regulator. Information about how to do this is available on their website at www.ico.org.uk.

Changes to the Privacy Notice

We may change this Privacy Notice from time to time. You should check this Privacy Notice occasionally to ensure you are aware of the most recent version that will apply each time you access this website.

Commented [GWLG1]: Note to N3: Under new legislation that received Royal assent, the Information Commissioner is being replaced by an Information Commission as the regulator of UK data protection law. This will not come into effect until the first half of next year but the date is still to be confirmed. In anticipation of this change, we have made reference to a generic regulator instead of the ICO. In the meantime, we have assumed that the website www.ico.org.uk will continue to point to the regulator's website even if the nature of the regulator has changed.

WHAT PERSONAL DATA DO WE COLLECT AND WHY?

This section explains the types of personal data we collect via our website and via our online portal and the reasons for doing so.

For the purposes of this Privacy Notice, we do not collect any sensitive personal data about you (e.g. health information, biometric data, racial or ethnic origin) via our website or through the portal.

There are various ways in which we may process your personal data.

(a) You visited our website, have contacted us and/or have provided feedback to us;

We collect personal data that you provide directly when you visit our website in our capacity as **controller**.

This includes when you:

- complete forms to request a demo or additional information
- contact us via email or other communication channels
- submit enquiries, feedback, or other correspondence

In most cases, we only collect personal data such as your name and email address, and any other information you choose to provide to us in the course of interacting with us as described above. We are allowed to process this personal data based on our legitimate interests in operating our website.

We use this data to respond to your enquiries, provide you with additional information you have requested or provide you with marketing.

If users opt in to receive newsletters or marketing updates, we will use their name and email address to send the requested content. Users can unsubscribe at any time by clicking the unsubscribe link in our emails or contacting us directly. We process your personal data to send you newsletters or marketing based on your consent.

When you visit our website, we also automatically collect certain information about your device and browsing behaviour.

This includes:

- Device type (for example, whether you are using a laptop, tablet or smartphone), IP address, time zone, browser type, and operating system
- Browsing behaviour and interaction with the portal
- Cookies and similar technologies (e.g. server logs, pixels, tags).

For more details, please see our [Cookie Policy](#).

Where cookie data is your personal data, we are allowed to process this personal data based on our legitimate interests in operating and improving our website.

(b) You register to use our platform

When you register to use our platform, we collect personal data that you provide directly to us. This is necessary to create and manage your account, provide access to portal features, and maintain the security of our services. We process this information in our capacity as **controller**.

What we collect:

- Identification details such as your name, username, and email address.
- Authentication details such as your password.
- Any additional information you choose to provide during registration (e.g., contact details, preferences).

Commented [GWLG2]: Note to N3: any other personal data of a user that you collect when they use the Analytics service?

We process your personal data that you provide when you sign up to, and subsequently, use our service because it is necessary for the contract that you have entered into with us.

Please be aware that you have the right to object to the processing of your data where we have relied on the legitimate interests basis, as identified above. Where we have relied on consent as a basis to process your personal data, you may withdraw your consent at any time by contacting us using the details above (*How to contact us*).

WHO WILL HAVE ACCESS TO YOUR PERSONAL DATA?

Like any business, we use service providers to operate our website, such as website hosting, security and enquiry functionality. Some of these service providers will process your data as part of the services they offer to us. We take steps to ensure that our service providers treat your data in accordance with the law, only use it in accordance with our contract with them and keep it secure. If you want more details on service providers we use who process your data, please contact us.

How we keep your data secure

We strive to implement appropriate technical and organisational measures in order to protect your personal data against accidental or unlawful destruction, accidental loss or alteration, unauthorised disclosure or access and any other unlawful forms of processing. We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognised industry practices for protecting our IT environment and physical facilities.

WHEN WILL WE DELETE YOUR DATA?

The table below provides details about how long we will process your data.

Data we process	How long this will be held for
Website usage data (e.g., page views, clicks, session duration)	e.g. Retained for up to 12 months in aggregated form for analytics and improvement purposes.
Information from enquiry forms	e.g. Until the enquiry has been completed and no further responses are received for a reasonable period of no longer than 12 months.
Account details (name, email address, login credentials)	For as long as your account remains active and for up to 6 years after closure to comply with legal and contractual obligations.

Commented [GWLG3]: Note to N3: include only if IP addresses or device identifiers are collected.

Commented [GWLG4]: Note to N3: most information connected to contracts is retained for 6 years as that is the statutory limitation period that parties have to bring claim under contracts. If you intend to keep account related details for a shorter period, please amend as necessary.

System and account-related data (including system logs, IP address, device identifiers, login activity records, and technical/debugging information)	Retained for up to 12 months for security monitoring, troubleshooting, diagnosing technical issues, and maintaining service integrity.
Complaints data	For a period of up to 6 years after resolution of the complaint.
Marketing communications	Until you tell us that you no longer wish to receive the marketing material.

Commented [GWLG5]: Note to N3: N3 to amend as necessary

Commented [GWLG6]: Note to N3: If the complaint could lead to litigation, you may want to keep it until the expiry of the period in which the customer could bring a claim.

YOUR RIGHTS

As a data subject, you have the following legal rights:

Commented [GWLG7]: Note to N3: we have listed only rights that are exercisable given the nature and scope of processing.

Your data protection rights	What does this mean?
1. Right of access	<p>You have the right to obtain access to your personal data we process and certain other information (similar to that provided in this Privacy Notice).</p> <p>You may ask for:</p> <ul style="list-style-type: none"> • A copy of your information; • Details of the purpose for which it is being processed; • Details of the recipients or classes of recipients to whom it is or could be disclosed, including if they are overseas and what protections they have in place; • The period for which it is held (or the criteria which determines this); • Any information available about the source of the data; and • Whether we carry out any automated decision-making or profiling, and where we do information about the logic involved and the outcome or consequences of that decision or profiling. <p>To help us find the information, please give us as much information as possible about the type of personal data you would like to see.</p>
2. Right to rectification	You are entitled to have your information corrected if it is inaccurate or incomplete. If you would like us to do this, please contact us (see section "How to Contact Us").
3. Right to erasure	<p>This is also known as the 'right to be forgotten' and, in simple terms, enables you to request the deletion or removal of your information where:</p> <ul style="list-style-type: none"> • You do not believe that we need your data in order to process it for the purposes set out in this Privacy Notice;

Your data protection rights	What does this mean?
	<ul style="list-style-type: none"> • If you had given us consent to process your data, you withdraw that consent and we cannot otherwise legally process your data; • You object to our processing and we do not have any legitimate interests that mean we can continue to process your data; or • Your data has been processed unlawfully or have not been erased when it should have been.
4. Right to restrict processing	<p>You have rights to 'block' or suppress further use of your information. When processing is restricted we can still store your information, but may not use it further. You may request that we stop processing your personal data temporarily if:</p> <ul style="list-style-type: none"> • You do not think your data is accurate. We will start processing again once we have checked whether or not the data is accurate; • The processing is unlawful but you do not want to erase your data; • We no longer need the personal data for our processing, but you need the data to establish, exercise or defend legal claims; or • You have objected to the processing because you believe that your interests should override our legitimate interests.
5. Right to portability	<p>You have the right to receive the personal data you have provided to us in a structured, commonly used, and machine-readable format. You also have the right to request that we transmit this data to another controller, where technically feasible. This right applies when we process your personal data based on your consent or on a contract, and the processing is carried out by automated means.</p>
6. Right to object to processing	<p>You have the right to object to certain types of processing, including processing based on our legitimate interests and processing for direct marketing.</p>
7. Right to withdraw consent	<p>If you have given your consent to anything we do with your personal data, you have the right to withdraw your consent at any time (although if you do so, that does not mean anything we have done with your personal data with your consent up to that point is unlawful.)</p> <p>Please contact us (see "How to contact us" section) if you want to withdraw your consent.</p>

[We do not make decisions about you solely based on automated processing.]

If you would like to exercise your rights, please contact us at the details set out above (*How to contact us*).

We will respond to any rights that you exercise within a month of receiving your request, unless the request is particularly complex, in which case we will respond within three months.

Please note that exceptions apply to some of these rights which we will apply in accordance with the law.

Commented [GWLG8]: Note to N3: If this statement is incorrect, we will need to update the privacy notice to reflect this. Please confirm what automated decision making is being undertaken and in respect of what data.