

Privacy & Cookie Policy

This privacy policy sets out how **Baobablogix Ltd** uses and protects any information that you give **Baobablogix Ltd** when you use this website.

Baobablogix Ltd is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

Baobablogix Ltd follows three guiding principles when it comes to your privacy: •

We work hard to be transparent about what Personal Information we collect and process.

- We strive to use easy-to-understand language to describe our privacy practices to help you make informed choices.
- We give you control over the Personal Information you provide to us, including your DNA Data, and how it is used, shared, and retained.

Baobablogix Ltd may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 1st September 2025.

Baobablogix Ltd will be what's known as the 'Controller' of the personal data you provide to us. We only collect basic personal data about you, which does not include any special types of information or location-based information. This does, however, include name, address, email, and phone number.

Why do we need your data

We need to know your basic personal data in order to provide you with on-going customer support, organisational updates and business information and analysis services in line with your overall customer service and care. We will not collect any personal data from you we do not need in order to provide and oversee this service to you.

What we collect

We may collect the following information:

- name and job title
- contact information, including email address
- demographic information such as postcode, preferences, and interests
- other information relevant to customer surveys and/or offers

What we do with the information we gather

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping
- We may use the information to improve our products and services
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email, phone, fax or mail. We may use the information to customise the website according to your interests.

What we do with your data

All the personal data we process is processed by our staff in the UK; however, for the purposes of IT hosting and maintenance, this information may be located on servers within the European Union. No 3rd parties have access to your personal data unless the law allows them to do so.

We have a Data Protection regime in place to oversee the effective and secure processing of your personal data. More information on this framework can be found on our website.

How long we keep your data

We are required under UK tax law to keep your basic personal data (name, address, contact details) for a minimum of 6 years, after which time it will be destroyed. Your information we use for marketing purposes will be kept with us until you notify us that you no longer wish to receive this information.

What we would also like to do with your data

We would, however, like to use your name and email address to inform you of our future offers and similar products. This information is not shared with third parties, and you can unsubscribe at any time via phone, email, or our website. Please indicate below if this is something you would like to sign up for.

Please sign me up to receive details about future offers from info@baobablogix.tech.

Security

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

How we use cookies

A cookie is a small file that asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an

individual. The web application can tailor its operations to your needs, likes, and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

Links to other websites

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information that you provide whilst visiting such sites, and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

Controlling your personal information

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at info@baobablogix.tech

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting, if you tell us that you wish this to happen.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you, please write to, Baobablogix, Nexus, Discovery Way, Leeds, LS2 3AA.

What are your rights

If at any point you believe the information we process on you is incorrect you can request to see this information and have it corrected or deleted. If you wish to raise a complaint on how we have handled your personal data, you can contact us to have the matter investigated by info@baobablogix.tech. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the law you can complain to the Information Commissioner's Office <https://ico.org.uk/>