

Privacy Policy

This is the Privacy Policy of Celerity Limited (herein after referred to as the 'Company', 'Celerity', 'us', 'we' or 'our').

Our registered office address is: 11 St George's Court, Kirkham, Preston, PR4 2EF.

Company Registered No. 4475496

ICO registration No. Z2340922

Last review date: 28th November 2025

We are a Data Controller and a Data Processor.

Data Controller - we determine who we collect and process personal data from, the way we collect personal data and the purposes for processing the personal data.

Data Processor – we process personal data on behalf of data controllers, when instructed and contracted to do so.

Where We Get Personal Information From

Directly from you

- When you subscribe to our newsletter.
- When you download information from either our website or blog.
- When you initiate communications with us using any method.
- When you give us feedback.
- When you request a quote from us.
- When you place an order with us

Publicly available sources

- Your company's website.
- A publication released by your company.
- Social media websites, such as LinkedIn or Facebook.

Providers of Marketing Lists and other Personal Information

- ProspectaBase – CPB UK Ltd
- Third-party exhibition & conference organisers who provide opted-in attendee lists from events in which we participate.

We try our very best to ensure we only contact people who may be interested in hearing about our product and service offerings but, as our business is 100% run by people, there is always the small possibility of someone making a genuine mistake, for example - if we obtain contact details from social media profiles which have not been updated, this could lead to us contacting you in error.

If you do not wish for Celerity to use your personal information for marketing purposes, just let us know. You can do this at any time by opting out, unsubscribing or by asking us to stop - we will stop immediately.

Our Reasons For Processing Your Personal Information

Marketing

Celerity would like to send you some information about the products or services it offers – this is done under the lawful basis of **Legitimate Interests** - we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All your data protection rights may apply, except the right to portability. Our legitimate interests are:

- Celerity has a legitimate interest in contacting IT decision makers who would find, or potentially find, our products and services useful to their business based on their type of business, previous orders and/or the use of social media or Celerity's website.

For this purpose, we collect or use the following personal information:

- Name and contact details.
- Marketing preferences.
- Purchase or account history.
- Website user journey information.
- IP address.

We might send you marketing information where:

- You have asked us for information on any of our products or services.
- You are an existing customer.
- You are a prospective customer, based on your job role or position within a company, where we genuinely think you would have a reasonable amount of interest in the products/services we offer, and your contact information is publicly available.

We might also send you marketing information where:

- You have subscribed to receive our newsletter.

If you choose to positively Opt-In to receive marketing information from Celerity, we will do this under the lawful basis of **Consent** - 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 to marketing communications at any time.

You also have the right to withdraw your consent for the processing of your personal information for one or more specific purposes at any time, without affecting the lawfulness of processing based on your consent before its withdrawal.

To withdraw consent or adjust your communication preferences, please use the 'Manage Preferences' or 'Unsubscribe' links found at the bottom of any email you receive from us. The unsubscribe link provided in our emails is unique to your email address and enables you to securely update your subscription preferences or withdraw from communications at any time.

Data Retention

We will retain your personal information for the purpose of marketing until you opt out by unsubscribing – you can do this yourself or, ask us to do this for you.

Prospective Customers

If you ask Celerity to provide a quote for products/services, we will need to process some of your personal information to provide the quote to you – this is done under the lawful basis of **Performance of a Contract** - we have to collect or use the information so we can enter into or carry out a contract with you. All your data protection rights may apply except the right to object.

This personal information will be:

- Your name (first and surname).
- Job Role/Position.
- Your email address.
- The name of the company you work for.
- Your contact telephone number.
- Your company's credit history and credit reference information.

Data Retention

If you decide not to progress our quote through to an order, we will retain your personal information for twelve (12) months following the date of the last iteration of our issued quote. At the end of this duration, we will destroy your personal information and remove you from our system.

Existing Customers

We process your personal information if you are an existing customer, for the purpose of providing and improving our products and services to you – this is done under the lawful basis of **Performance of a Contract** - we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.

This personal information will be:

- Your name (first and surname).
- Your job role/position.
- Your email address.
- The name of the company you work for.
- Your contact telephone number.
- Transaction data (including details about payments to and from you and details of products and services you have purchased)
- Credit history and credit reference information.

Customer Case Studies

As an existing customer of ours, we may ask you if you would be willing to provide our business with your feedback for use in a Case Study, this will relate to a product and/or services project that has been fulfilled for you/your business, by Celerity – this is done under the lawful basis of **Consent**.

If you are willing to provide feedback for the purpose of a written case study, we will ask you to consent to Celerity processing the following personal information for promotional purposes:

- The name of the company you work for.
- Your name (first and surname).
- Your job role/position.
- Your photograph.

If you are willing to provide feedback for the purpose of a video case study, we will ask you to consent to Celerity processing the following personal information for promotional purposes:

- The name of the company you work for.
- Your name (first and surname).
- Your job role/position.
- Your video case study.

Data Retention

We will retain your personal information as an existing customer, for the duration of the business relationship between us and your company, plus 6 years. At the end of this duration, we will destroy your personal information and remove you from our system.

Sharing Your Information

Celerity will only share your personal information where there is a lawful basis for us to do so.

We will share your personal information with our suppliers and providers where they are required to facilitate fulfilling your order, for the purpose of us providing your products and services.

We will also share your personal information with professional or legal advisors and with any other organisation we are legally obliged to share personal information with.

Celerity will share your personal information where required, in relation to any legal obligation it has.

Sharing Information Outside The UK

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 the transfer below, please contact us using the contact information provided at the end of this Privacy Notice.

Organisation Name: FreshWorks

- **Category of Recipient:** The company provides cloud-based Software as a Service (SaaS) for our Intuition IT Service Desk management.
- **Country the personal information is sent to:** Germany.
- **How the transfer complies with UK data protection law:** The country or sector has a UK data bridge (also known as Adequacy Regulations).

Lawful Basis And 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.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the end of this Privacy Notice.

Our lawful basis for collecting or using personal information to provide and improve products and services for customers is:

- **Performance of a Contract** - we must collect or use the information so we can enter into or carry out a contract with you. All your data protection rights may apply except the right to object.

Third Party Processors

We sometimes engage carefully selected third-party service providers to perform functions on our behalf, such as email distribution, marketing automation, data analytics, website hosting, outbound calling. These processors are only permitted to use your personal information in accordance with our instructions and for the specific purposes for which it was provided. They are contractually bound to maintain the confidentiality and security of your data.

Cookies

Our Cookies

A cookie is a small file containing a string of characters that is sent to your computer when you visit our website. When you visit our website for the first time, a banner will pop up allowing you to select your cookie preferences.

When you visit the site again, the cookie allows that site to recognize your browser. Cookies may store user preferences and other information. Celerity's cookies do not collect or store your personal information. You can update your cookie preferences at any time, by clicking on the black cookie icon located at the bottom left hand of the screen.



Our website relies on cookies to optimise your user experience as well as permitting features and services to function properly.

Third Party Cookies

Our website is hosted on the HubSpot platform. As part of this, HubSpot may place cookies on your device to support website functionality, analytics, and marketing automation features. Some of these cookies are set directly by HubSpot rather than by Celerity, as they are required for the integrations and services HubSpot provides.

You can view HubSpot's Cookie Policy here:

<https://legal.hubspot.com/cookie-policy>

You can view HubSpot's Privacy Policy here:

<https://legal.hubspot.com/privacy-policy>

For further information on HubSpot's website tracking technologies, please see their Knowledge Base: <https://knowledge.hubspot.com/prospects/use-prospects>

Hotjar

We use Hotjar in order to better understand our users' needs and to optimize this service and experience. Hotjar is a technology service that helps us better understand our users' experience (e.g. how much time they spend on which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Hotjar uses cookies and other technologies to collect data on our users' behavior and their devices. This includes a device's IP address (processed during your session and stored in a de-identified form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), and the preferred language used to display our website. Hotjar stores this information on our behalf in a pseudonymized user profile. Hotjar is contractually forbidden to sell any of the data collected on our behalf. For further details, please see the 'about Hotjar' section of [Hotjar's support site](#).

Hotjar has a Compliance and Security Hub on its website here: <https://help.hotjar.com/hc/en-us/categories/360003405813>

You can view Hotjar's Privacy Policy here: <https://www.hotjar.com/legal/policies/privacy/>

Google and LinkedIn

Google and LinkedIn analytic cookies help us to improve our website and your user experience. They also track user activity which allows us to display advertisements across the internet, for remarketing purposes. These cookies do not collect or store your personal information.

Occasionally, we may include a link to third-party products or services on our website. These third parties have their own privacy policies which we recommend you reviewing.

When you visit our website for the first time, you are notified that the site uses cookies and as a visitor you are required to 'Opt-In' or 'Opt-Out' of cookie tracking.

Lead Forensics

We use Lead Forensics to help us understand how visitors engage with our website. Lead Forensics is a marketing and analytics service that identifies business IP addresses and matches them to publicly available business information. This service allows us to gain insights into how organisations interact with our website, such as the pages visited, duration of visit, and referring sources - this is done under the lawful basis of **Legitimate Interests**

Lead Forensics does **not** identify individual visitors. The service does not use cookies for tracking purposes and does not collect any personal data of individuals. Instead, it focuses solely on identifying the business or organisation associated with the visiting IP address, where legally permissible.

We use the information provided by Lead Forensics for the following purposes:

- To analyse website performance and improve our content, services, and user experience.
- To understand the types of organisations that are interested in our products or services.
- To inform marketing and business development activities, where appropriate and compliant with applicable data protection laws.

The data processed by Lead Forensics is handled in accordance with applicable privacy regulations, including the UK GDPR and EU GDPR (where relevant). For more information about how Lead Forensics processes data, please refer to their privacy notice - <https://www.leadforensics.com/privacy-policy/>
If you wish to opt out of Lead Forensics processing, you can opt-out [HERE](#).

If you have questions about how we use this service, you can contact us using the details at the end of this Privacy Policy.

How to Raise a Data Protection Complaint

If you believe your personal data has been mishandled or your rights under Data Protection Law have been infringed, you have the right to raise a complaint with us.

Please use our **Data Protection Complaint Form** to submit your concern, you can find it [HERE](#).

Or you can write to us using the below contact details, please include as much detail as possible about the circumstances leading to your complaint.

We will acknowledge your complaint within 30 days and aim to resolve it promptly.

If you are not satisfied with our response, you may escalate your complaint to the Information Commission.

Celerity Contact Details

If you have any questions regarding the way we process your personal data, you can contact us:

By email: dpo@celerity-uk.com

By post: DPO, 11 St George's Court, Kirkham, Preston, Lancashire, PR4 2EF.

Your Right To Complain To A Supervisory Authority

The Information Commissioner's Address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

Signed:

Craig Aston

Chief Executive Officer

Owner Craig Aston	Author Karen Lightfoot
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