# Privacy Policy

SYCOL Ltd | Information about how we handle personal data | Updated 17 November 2026

## 1. About this policy and SYCOL

This Privacy Policy explains how SYCOL Ltd ("SYCOL", "we", "us") collects, uses, shares and protects personal information when you visit sycol.com, contact us, make an enquiry, use our online tools, join a waiting list, apply for a programme or otherwise interact with us.

SYCOL Ltd is registered in England and Wales under company number 05484049. Our published business contact address is 5th Floor, 1 Capital Quarter, Cardiff CF10 4BZ, Wales. For privacy enquiries or to exercise your rights, email **enquiries@sycol.com**. Where SYCOL determines the purposes and means of processing information covered by this notice, SYCOL is the data controller.

This notice relates to SYCOL website and business enquiries. Where we handle information on behalf of a client under an agreed consulting arrangement, the parties' contract and any applicable data processing provisions may also apply.

## 2. Information we collect

Depending on how you engage with us, we may collect your name, work email address, contact details, job role, organisation, enquiry or application responses, referral source, communications, correspondence, booking details and information about the services you request.

Where you use a calculator or other interactive tool, we may process the inputs you provide and any results you choose to submit with an enquiry. We may also receive technical information such as IP address, browser and device details, website interactions and security logs, subject to applicable cookie and privacy settings.

Please do not include sensitive personal information about yourself or others in an open enquiry form unless it is genuinely necessary and we have an appropriate basis for handling it.

## 3. What we do with your information and why

**Enquiries and applications:** We use the details you submit to understand your organisation's needs, respond to you, arrange discussions and assess which SYCOL services may be relevant. This is generally necessary for steps requested by you before entering a contract or for our legitimate interests in responding to business enquiries.

**Contact records and follow-up:** We maintain records of enquiries, contact details, previous conversations and agreed actions so we can provide continuity and avoid duplicating communications. We generally rely on legitimate interests in administering our business relationships.

**Service delivery:** Where we enter into an agreement, we use appropriate information to deliver our services, manage communications, invoices and records, and meet our contractual and legal obligations.

**Requested communications:** We send the confirmations, acknowledgements, materials and other messages you request. Acknowledgements of an enquiry are service-related communications, not permission to send unsolicited marketing.

**Marketing:** Where applicable, we may send updates about SYCOL services where permitted by privacy and electronic communications rules. We will provide an opportunity to opt out, and we use consent where it is legally

required. You may unsubscribe or contact us at any time.

**Security and improvement:** We use technical logs and relevant website data to safeguard our services, investigate misuse and improve usability. Where non-essential analytics or similar technology needs consent, we will request that consent first.

## 4. How we handle website enquiries

Enquiries submitted through the website are received by our WordPress website and may be recorded in a restricted administrative submission log. Contact details, service categories and relevant enquiry summaries may be transmitted to Systeme.io to manage acknowledgements, contact records and SYCOL's enquiry pipeline. Authorised SYCOL personnel may receive internal email notifications containing the information submitted.

Where a CRM record links to a detailed website submission, that link is intended for authorised users and may require a WordPress administrator login. A customer's contact record may remain associated with previous enquiries so that we can manage an ongoing business relationship.

Our online forms and communications are not intended for sharing confidential client or employee case files. If detailed information is needed, we will agree an appropriate way to exchange it.

## 5. Service providers and other recipients

We may use trusted service providers for website hosting and administration, email delivery, CRM and automated acknowledgements, scheduling, security, IT support and professional advice. These currently include WordPress-based website infrastructure and Systeme.io for CRM-related processing. We share information only where reasonably necessary and put appropriate contractual or other safeguards in place.

We may disclose information if required by law, to protect legal rights or as part of a properly managed business transaction. We do not sell personal information to third parties.

## 6. International processing

Some of our software or service providers may process or access personal information outside the United Kingdom. Where restricted international transfers occur, we seek to use a permitted transfer mechanism and appropriate safeguards required by UK data protection law. You may contact us for information about the safeguards relevant to your data.

## 7. How long information is kept

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected, including responding to an enquiry, managing an ongoing relationship, delivering contracted services, maintaining necessary business records, complying with legal requirements, and establishing or defending legal claims.

Retention is assessed by the type of information, its sensitivity, whether an enquiry develops into a client relationship, and applicable accounting, contractual or legal obligations. We periodically review records and delete or anonymise information that is no longer needed. If you would like to know how these criteria apply to your information, please contact us.

## 8. Cookies and similar technologies

Our website may use cookies and similar technologies for necessary functionality, security and user preferences. Other technologies, such as analytics or marketing cookies, will be used only where permitted by applicable rules and with consent where required. You should be able to accept or reject non-essential technologies through the website's consent controls where such technologies are in use.

You can also manage cookies in your browser, although blocking essential functions may affect the operation of parts of the website. The exact technologies used may change when services or plugins are updated.

## 9. Keeping personal information secure

We use organisational and technical measures intended to protect information from unauthorised access, loss or misuse. Access to website enquiry records and CRM information is restricted to appropriate personnel. No transmission or storage method is completely risk-free, so please avoid sending highly sensitive information through standard enquiry forms.

## 10. Your rights

Subject to the applicable legal conditions and exemptions, you may have rights to receive information about how we use your data, access your data, ask us to correct inaccurate information, request erasure, restrict processing, object to certain uses, and receive portable information in certain circumstances. Where we rely on consent, you can withdraw it at any time without affecting earlier lawful processing.

**You may object at any time to processing of your personal data for direct marketing.** To exercise a right or raise a concern, please email enquiries@sycol.com. We will generally respond within one month, subject to the rules on extensions and identity verification. Requests are normally free of charge, although the law permits fees or refusal in limited circumstances.

You may complain to the Information Commissioner's Office (ICO) at ico.org.uk if you remain concerned about our handling of your personal information.

## 11. External websites and changes

Our website may link to third-party services or websites. Their privacy practices are governed by their own policies and are not controlled by SYCOL. We may update this notice when our systems, activities or legal obligations change. The current version will be available on our website.

**Updated: 17 November 2026**