

## Privacy Policy

**Last updated:** 27/01/2026

### 1. Introduction

PurePro Solutions Limited (“**we**”, “**us**”, “**our**”) is committed to protecting the privacy and security of personal data.

This Privacy Policy explains how we collect, use, disclose and safeguard personal data when we:

- Provide our software-as-a-service platform (“**Services**”)
- Interact with customers, prospects, suppliers, and business contacts
- Operate our website at [www.purepro.co.uk](http://www.purepro.co.uk)

We are a UK-based business and process personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

### 2. Who We Are

**Company name:** PurePro Solutions Limited

**Registered address:** DOCK, 75 Exploration Drive, Leicester LE4 5NU

**Company number:** 11088473

**Email:** [\[privacy@purepro.co.uk\]](mailto:privacy@purepro.co.uk)

For some business-to-business interactions, **we act as a Data Controller**.

When we process personal data on behalf of our customers through the Services, **we act as a Data Processor**.

### 3. Personal Data We Collect

**3.1 Identity Data** including first name, last name, username or id.

**3.2 Business Contact Data** including email address, telephone numbers, company name, billing address, job title.

**3.3 Customer Account & User Data** Where customers use our Services, we may process: User account details (e.g. username, email), authentication data, support communications, audit logs and usage data

**3.4 Website Data** including IP address, browser and device information, pages visited and usage patterns, cookies and similar technologies.

**3.5 Customer Data Processed on Behalf of Clients** where our customers may upload or input personal data and process transactional data within the Services. In this context, the customer is the Data Controller, and we are the Data Processor.

## 4. How We Use Personal Data

We use personal data to:

- Provide, operate and maintain the Services
- Manage customer relationships and contracts
- Provide customer support
- Improve our products and services
- Send service-related communications
- Comply with legal and regulatory obligations
- Protect the security and integrity of our systems

## 5. Legal Bases for Processing

Under UK GDPR, we rely on the following lawful bases:

Purpose	Lawful Basis
Providing Services	Performance of a contract
Customer & supplier management	Legitimate interests
Marketing to business contacts	Legitimate interests
Legal compliance	Legal obligation
Security & fraud prevention	Legitimate interests

Where required, we will obtain consent.

## 6. Sharing Personal Data

We may share personal data with:

- Cloud hosting providers (e.g. Microsoft Azure)
- Customer support and ticketing providers
- Analytics and monitoring services
- Professional advisers (legal, accounting)
- Regulators or authorities where legally required

All third parties are required to implement appropriate security measures and process data in accordance with data protection law.

## 7. International Transfers

Where personal data is transferred outside the UK, we ensure a similar level of protection is afforded to it by using appropriate safeguards such as the UK International Data Transfer Agreement (IDTA).

## 8. Data Retention

We retain personal data only for as long as reasonably necessary to fulfil the purpose we collected it for including to comply with legal or regulatory requirements.

Retention periods depend on the type of data and the context in which it is processed.

## 9. Data Subject Rights

Under UK GDPR, individuals have the right to:

- Access their personal data
- Rectify inaccurate data
- Request erasure
- Restrict processing
- Object to processing
- Data portability (where applicable)
- Withdraw consent

Requests can be made by contacting us at [\[privacy@purepro.co.uk\]](mailto:privacy@purepro.co.uk).

You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)**: <https://www.ico.org.uk>

## 10. Cookies

We use cookies and similar technologies to:

- Operate our website
- Analyse usage
- Improve performance

Details are provided in our **Cookie Policy** at [link].

## **11. Security Measures**

We implement appropriate technical and organisational measures, including:

- Access controls and authentication
- Encryption where appropriate
- Regular security reviews
- Staff training and confidentiality obligations

## **13. Changes to This Policy**

We may update this Privacy Policy from time to time.

The latest version will always be available on our website.