Sinapsis Privacy Policy

Effective date: 18 November 2026

This policy explains how Sinapsis Group Limited collects and uses personal data when you visit our website, create an account, buy a plan, contact us or hear from us.

1. Who we are

1.1 **Sinapsis Group Limited** is a company registered in England and Wales ("**Sinapsis**", "**we**", "**us**"). We are the controller of the personal data described in this policy.

1.2 **What this policy covers.** It covers personal data we collect when you:

- visit sinapsis.tech or our documentation;
- create an account on, or use, the hosted Sinapsis platform (the "**Services**");
- buy a plan or are a billing contact for a customer;
- contact our support or sales teams;
- receive marketing from us, or attend our events and webinars.

1.3 **What it does not cover.** Our customers put their own data into the Services, for example in workflows, prompts, files and integrations. We process that data **on our customers' behalf as their processor**, under the Data Processing Addendum in our Terms of Service. If your personal data is in a Sinapsis customer's workspace, contact that customer about it. If you use independently licensed open-source Sinapsis software on infrastructure you control without our hosted Services, your local data is not processed by us merely because you use that software. Review the specific packages and integrations you install for their own data flows.

1.4 **Contact.** For any question about this policy or your personal data, email **admin@sinapsis.tech**.

2. Personal data we collect

Category	Examples	Where it comes from
Identity and contact	Name, email address, job title, company, phone number	You, when you sign up, buy, or contact us
Account	Username, hashed password, single sign-on identifier, role, workspace settings	You, or your organisation's administrator
Billing	Billing name and address, VAT number, plan, invoices, payment history. Card details are handled by our payment provider; we see only the card type, last four digits and expiry date.	You and our payment provider
Usage and technical	IP address, device and browser type, log-in times, pages and features used, error logs, performance metrics	Automatically, when you use our website or the Services
Communications	Support tickets, emails, call notes, feedback, survey answers	You
Marketing	Email preferences, event and webinar sign-ups, how you interact with our emails	You, and automatically through our email tools
Business contact (sales)	Name, work email, company and role of people at organisations we think may benefit from Sinapsis	Public sources such as company websites and professional networks, and referrals

We do not intentionally collect special category data, such as health information or data about racial or ethnic origin. Please do not send it to us.

3. How we use your personal data

We use personal data only where the UK GDPR gives us a lawful basis.

Purpose	Data used	Lawful basis
Create and run your account, and provide the Services	Identity and contact, Account, Usage and technical	Contract
Take payment, invoice and keep financial records	Identity and contact, Billing	Contract; legal obligation
Respond to support and sales enquiries	Identity and contact, Communications	Contract; legitimate interests (helping people who contact us)
Keep the website and Services secure, prevent fraud and abuse, and enforce our Terms	Usage and technical, Account	Legitimate interests (security and protecting our business)
Improve the website and Services, using aggregated or de-identified data where possible	Usage and technical	Legitimate interests (developing our products)
Send service messages, such as security alerts, renewal reminders and changes to terms	Identity and contact, Account	Contract; legal obligation
Send marketing emails to customers about similar Sinapsis services	Identity and contact, Marketing	Legitimate interests, with an unsubscribe link in every email
Send marketing emails to people who are not customers	Identity and contact, Marketing	Consent
Contact people at businesses we think may benefit from Sinapsis	Business contact	Legitimate interests (business development), with an easy way to opt out
Set analytics cookies	Usage and technical	Consent
Comply with the law, respond to lawful requests, and establish or defend legal claims	Any relevant data	Legal obligation; legitimate interests

AI and your data. We do not use the personal data in this policy, or our customers' data in the Services, to train machine-learning models. We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

4. Cookies and similar technologies

Cookies are small files stored on your device. We use two kinds.

Type	What it does	Can you turn it off?
Strictly necessary	Keeps you signed in, remembers your cookie choices, protects against fraud and keeps the Services secure	No. The website and Services do not work without these cookies.
Analytics	Tells us, in aggregate, how people find and use our website, so we can improve it	Yes. We set these cookies only if you accept them in our cookie banner.

We do not use advertising or cross-site tracking cookies. You can change your choice at any time using the cookie settings link in the website footer, or by clearing cookies in your browser.

5. Who we share your data with

We do not sell your personal data. We share it only as follows.

Recipient	Why
Cloud hosting and infrastructure providers	To host the website and Services
Payment provider	To process card and direct debit payments
Email, CRM and marketing tools	To manage customer relationships and send service and marketing emails
Support and communication tools	To handle support tickets and calls
Analytics providers	To understand website use, where you have consented
Professional advisers, such as lawyers, accountants and auditors	To get advice and meet legal and financial obligations
Courts, regulators and law enforcement	Where the law requires it, or to protect our rights or others' safety
A buyer or investor in our business	If we are involved in a merger, acquisition, financing or sale of assets, subject to confidentiality

Our service providers act on our instructions under contracts that require them to protect your data. A list of the providers we currently use is available on request from admin@sinapsis.tech.

International transfers. Some of our providers are based in, or access data from, countries outside the UK, including the European Economic Area and the United States. Where a country does not have UK adequacy regulations, we protect transfers with the UK International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses. Contact us for more information about these safeguards.

6. How long we keep it, and how we protect it

Data	How long we keep it
Account data	While your account is open, and for 90 days after it closes
Billing and financial records	6 years after the end of the financial year they relate to, as UK tax law requires
Support communications	3 years after the ticket is closed
Usage and technical logs	Up to 12 months, then deleted or aggregated
Marketing data	Until you unsubscribe or withdraw consent. We keep a record of your opt-out so that we do not contact you again.
Business contact (sales) data	Up to 2 years after our last contact with you, unless you become a customer

We may keep data for longer where the law requires it or to deal with a legal claim.

Security. We protect personal data with appropriate technical and organisational measures. These include encryption in transit and at rest, access controls with multi-factor authentication, logging and monitoring, and staff confidentiality obligations. No system is perfectly secure. If we discover a breach that is likely to put your rights at risk, we will tell you and the Information Commissioner's Office as the law requires.

7. Your rights

Under UK data protection law you have the right to:

- **access** the personal data we hold about you;
- **correct** data that is inaccurate or incomplete;
- **erase** your data in certain circumstances;
- **restrict** how we use your data in certain circumstances;
- **object** to our use of your data based on legitimate interests, and to direct marketing at any time;
- **data portability**: receive data you gave us in a machine-readable format, or have it sent to another organisation;
- **withdraw consent** at any time, where we rely on consent. This does not affect processing before you withdrew it.

To use any of these rights, email **admin@sinapsis.tech**. We will respond within one month. We may ask you to confirm your identity first. You can unsubscribe from marketing emails using the link in any of them.

Complaints. If you are unhappy with how we handle your data, please contact us first so that we can try to put it right. You also have the right to complain to the Information Commissioner's Office, the UK data protection regulator, at ico.org.uk/make-a-complaint. If you live in the European Economic Area, you can also complain to your local data protection authority.

8. Children

Our website and Services are not intended for anyone under 18, and we do not knowingly collect their personal data. If you believe a child has given us personal data, contact us and we will delete it.

9. Changes to this policy

We may update this policy from time to time. We will post the new version at sinapsis.tech/legal/privacy with a new effective date. If the changes are significant, we will also tell account holders by email.