

PRIVACY POLICY

1. INTRODUCTION

AI Takes Axion Ltd is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect personal data in accordance with the UK GDPR and the Data Protection Act 2018. Company No. 17159021. Contact: contact@aitakesaxion.com.

2. DATA CONTROLLER

AI Takes Axion Ltd is the data controller for personal data collected through our website and direct interactions. When providing services to clients, we may act as a data processor on their behalf, governed by our Data Processing Agreement.

3. PERSONAL DATA WE COLLECT

- Identity data — name, business name
- Contact data — email address, phone number, address
- Technical data — IP address, browser type, device information, website usage data
- Communication data — messages via forms, chat, SMS, WhatsApp, social media, or AI systems
- Client data — appointment data, customer interactions, and business information provided by clients
- Website visitor data — data collected through cookies and analytics tools

4. HOW WE USE YOUR DATA

- Contractual necessity — to provide services, manage accounts, and handle billing
- Legitimate interests — to improve services, respond to enquiries, and ensure security
- Legal obligation — compliance with regulatory requirements
- Consent — marketing communications and cookies where required

5. AI & AUTOMATED PROCESSING

We use AI systems to process communications and automate business functions. Outputs may not always be accurate or human-reviewed. We do not make legally binding decisions solely through automated processing.

6. DATA SHARING

We may share data with technology providers (CRM, hosting, telephony), payment processors, analytics providers, and legal or regulatory authorities where required. All third parties process data securely in accordance with applicable laws.

7. DATA RETENTION

We retain personal data only as long as necessary to fulfil the purposes outlined in this Policy or comply with legal obligations. When no longer required, data is securely deleted or anonymised.

8. YOUR RIGHTS (UK GDPR)

You have the right to access, correct, erase, restrict, or port your personal data, and to withdraw consent at any time. Contact us at contact@aitakesaxion.com to exercise your rights.

9. COMPLAINTS

You have the right to lodge a complaint with the Information Commissioners Office (ICO) at ico.org.uk.

10. GOVERNING LAW

This Policy is governed by the laws of England and Wales.