

Privacy Policy

Last Updated: 3rd June 2026

1. Information

Welcome to www.appliedcomputervision.com ("we," "our," "us"). We are committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and disclose personal data when you visit our website appliedcomputervision.com and informs you of your rights under UK data protection laws, including the UK GDPR and Data Protection Act 2018.

By using our website, you agree to the collection and use of information in accordance with this policy.

2. Information We Collect We may collect and process the following personal data:

- **Personal Identification Information** (e.g., name, email address, phone number, postal address)
 - **Technical Data** (e.g., IP address, browser type, device information, operating system, time zone)
 - **Usage Data** (e.g., pages visited, time spent on pages, interactions with website features)
 - **Cookies and Tracking Data** (see Section 7 for details on cookies)
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3. How We Use Your Information We use the information we collect for the following purposes:

- To provide and maintain our website and services
 - To improve user experience and our website
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- To respond to enquiries and support requests you submit via the Website or email
 - To comply with legal obligations
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4. Legal Basis for Processing We process personal data based on the following legal grounds:

- **Consent** – when you have given explicit permission (e.g., to receive marketing communications, where offered)
 - **Contractual Obligation** – when processing is necessary for a contract with you (e.g., delivering our services)
 - **Legitimate Interests** – when processing is required for business operations, provided your rights do not override these interests
 - **Legal Compliance** – when required to comply with legal obligations
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5. Data Sharing and Disclosure We do not sell or rent your personal data. However, we may share data with third parties in the following circumstances:

- **Service Providers & Business Partners** – to help operate our website (e.g., hosting providers, form delivery services, and email services)
 - **Legal Compliance** – when required by law or in response to lawful requests by public authorities
 - **Business Transfers** – in case of a merger, acquisition, or sale of assets
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6. Data Retention We retain your personal data only as long as necessary to fulfil the purposes outlined in this policy or as required by law. Once no longer needed, we securely delete or anonymise the data.

7. Cookies & Tracking Technologies Applied Computer Vision Ltd ("we", "our", "us") uses cookies and similar technologies on www.appliedcomputervision.com (the "Website").

What are cookies? Cookies are small text files stored on your device when you visit a website. Similar technologies include local storage and pixels.

How we use cookies We use the following types of cookies on the Website:

- **Strictly necessary cookies** These are required to deliver pages securely and operate the contact form. Legal basis: legitimate interests / necessary for the service you request.
- **Functional cookies (third party)** Google Calendar appointment booking on our Contact page may set cookies when you use the booking widget. Legal basis: your choice when you use that feature.
- **Fonts (third party)** Google Fonts may process technical data when typography is loaded so the Website displays correctly. Legal basis: legitimate interests in presenting our site.
- We do not currently use analytics or advertising cookies on the Website.

Third-party services that may set cookies Google Calendar and Google Fonts (Google LLC) — when you load the Contact page or our typography. See Google's privacy policy at <https://policies.google.com/privacy>. FormSubmit (FormSubmit.co) — when you submit the contact form, to deliver your message to us. See FormSubmit's privacy policy at <https://formsubmit.co/privacy>.

Managing cookies You can block or delete cookies via your browser settings. Blocking strictly necessary cookies may affect how the Website works, including the contact form.

How long cookies last Session cookies expire when you close your browser. Persistent cookies, where used by third parties, are governed by those providers' policies.

Updates to this section We may update this section from time to time. The "Last Updated" date at the top of this Privacy Policy applies to cookies as well. Questions about cookies: info@appliedcomputervision.com

8. Your Rights Under UK data protection laws, you have the following rights:

- **Right to Access** – Request a copy of your personal data
- **Right to Rectification** – Request correction of inaccurate or incomplete data
- **Right to Erasure** – Request deletion of your data under certain conditions
- **Right to Restriction** – Request to limit the processing of your data

- **Right to Object** – Object to processing based on legitimate interests or direct marketing
- **Right to Data Portability** – Request your data in a structured, machine-readable format

To exercise your rights, please contact us at info@appliedcomputervision.com

9. Data Security We implement appropriate security measures to protect personal data from unauthorised access, alteration, or disclosure. However, no online transmission is completely secure, and we cannot guarantee absolute security.

10. Third-Party Links Our website may contain links to third-party sites. We are not responsible for the privacy practices of external websites, and we encourage you to review their privacy policies.

11. Changes to This Policy We may update this Privacy Policy periodically. Any changes will be posted on this page with a revised "Last Updated" date.

12. Contact Us If you have any questions about this Privacy Policy or how we handle your data, please contact us at:

Applied Computer Vision

3rd Floor,
3 Hill Street,
Edinburgh,
EH2 3JP,



Email: info@appliedcomputervision.com
Phone: 0131 210 0456

This policy complies with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**. If you are not satisfied with how we handle your data, you have the right to file a complaint with the **Information Commissioner's Office (ICO)** at <https://ico.org.uk>.

