

Privacy Notice

How Lead Ignition Ltd uses personal information

Maintained by	Version
Lead Ignition Ltd	2.1 (replaces version 2.0 of 7 October 2026)
Next review	Applies to
12 months after approval, or on material change	leadignition.co.uk, our client portal and apps, and our own business records
Classification	Approval
Public	Signed by Alex Moyies, Director, 10 October 2026

Last updated: 10 October 2026

1. Who we are

Lead Ignition Ltd (**Lead Ignition, we, us**) is a CRM and automation agency. We are a company registered in England and Wales with company number 15542026. Our registered office is 71-75 Shelton Street, Covent Garden, London WC2H 9JQ.

We are registered with the Information Commissioner's Office (ICO) under registration number ZB780862.

This notice explains how we use personal information when we act as a **controller**: that is, when we decide why and how it is used. That covers visitors to our website, people who enquire about our services, our clients' staff who work with us, our suppliers and contractors, and people who apply to work with us.

You can contact us about this notice or your information at:

- Email: dpo@leadignition.co.uk for anything about your personal data, or info@leadignition.co.uk for everything else
- Phone: 020 7177 1702
- Post: Lead Ignition Ltd, 71-75 Shelton Street, Covent Garden, London WC2H 9JQ

Our data protection lead is Alex Moyies, Director, who you can reach at dpo@leadignition.co.uk. We are not required to appoint a statutory Data Protection Officer.

2. When we process data for our clients

Most of the personal information in the systems we build and run belongs to our clients. When a business uses the Lead Ignition CRM or an app we have built for it, that business is the controller of the information about its own customers, enquirers and staff, and we are its **processor**. We act only on our client's instructions under a written data processing agreement, and we never use that information for our own purposes, including marketing.

Some of our clients' systems hold more sensitive information, such as health information needed for insurance advice, or information about children for a charity. We handle it only as a processor, only in the systems the client has approved in writing, and with the additional safeguards set out in our data processing agreement.

If you are a customer of one of our clients and want to know how your information is used, or want to exercise your rights, please contact that business directly. Its own privacy notice applies. If you contact us instead, we will pass your request to the business concerned within 2 business days.

The rest of this notice covers only the information we control ourselves.

3. What we collect and where it comes from

Source	What we collect
Website forms and demo or call requests	Name, business name, job title, email, phone number, your message, and the date and time you contacted us
Calls and meetings	Notes of discovery, build and review meetings. We record and transcribe meetings using Otter.ai, and Google Meet with Gemini notes, to keep an accurate record of what was agreed. We tell you at the start of a meeting if it is being transcribed, and you can ask us not to. Otter.ai processes recordings for us under its terms. We have switched off its "Help improve Otter" setting, so our conversations are not used to train its models or reviewed by its staff; under its terms it may still use de-identified data.
Email and messages	The content of emails and messages you send us, and our replies
Clients and contracts	Names and work contact details of client staff we deal with; signed agreements; support requests; and records of the work we do
Using the Lead Ignition CRM, client portal and Sparky	For our clients' staff who sign in: name, work email and phone number, sign-in and security details (such as two-factor authentication and login history), account settings, a record of activity in the account, support requests, and conversations with Sparky, our assistant
Billing	Billing contact, company details and payment records. Card payments are handled by Stripe. We do not see or store full card numbers
Website analytics	We use Vercel Analytics to understand how our website is used. It does not use cookies and does not identify individual visitors. It produces aggregated statistics such as pages viewed, referring site, browser, device type and country. You can switch it off with Cookie settings in the footer of our website
Advertising	Where you consent through our cookie banner, advertising tags from Google, Meta and TikTok may collect information about your visit to measure our adverts. See our Cookie Policy
Suppliers and contractors	Names, contact details, company details, contract and payment details, and confidentiality agreements
Recruitment	Your CV, application details, interview notes, references, and the information we need to check your right to work in the UK
Other sources	Business contact details from public sources such as company websites, Companies House and LinkedIn, and from people who refer you to us

You do not have to give us your personal information. If you don't, we may not be able to reply to you, and some information is needed to enter into or carry out a contract with us (such as billing details) or to meet a legal requirement (such as right to work checks).

For our own purposes, we do not knowingly collect information about children, and our own services are not aimed at them. Some of our clients hold information about children in the systems we run for them: see section 2.

4. Why we use it and our lawful basis

Purpose	Lawful basis
Replying to enquiries and demo requests, and preparing proposals	Legitimate interests (responding to people who contact us), or steps at your request before entering a contract
Providing our services to clients, including support, account management and project delivery	Contract with our client (for its staff, our legitimate interests in running the relationship)
Recording and transcribing our own meetings	Legitimate interests (keeping an accurate record of requirements and decisions)
Running CRM and portal accounts for our clients' staff, keeping them secure, answering support requests and providing Sparky	Contract with our client, and legitimate interests (running and securing our service)
Invoicing, taking payments and keeping accounts	Contract and legal obligation (tax and company law)
Sending business-to-business marketing about our services	Legitimate interests, and consent where PECR requires it (see section 5)
Advertising measurement through cookies and pixels	Consent
Website analytics (cookie-free)	Legitimate interests (understanding and improving our website)
Managing suppliers and contractors	Contract and legitimate interests
Recruitment	Steps before entering a contract, legitimate interests, and legal obligation (right to work checks). For any health information you give us so we can make adjustments, our obligations in employment law (UK GDPR Article 9(2)(b) and Data Protection Act 2018 Schedule 1 paragraph 1)
Keeping our systems secure, preventing fraud and handling complaints or legal claims	Legitimate interests and legal obligation

Where we rely on legitimate interests, we have carried out a legitimate interests assessment balancing our interests against yours. You can ask us for a copy.

We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

5. Marketing

We may send business contacts information about our services by email or phone where it is relevant to their role. You can opt out at any time using the unsubscribe link in any email or by contacting us, and we will keep a record so that we do not contact you again.

Where the law requires consent (for example, emails to sole traders and some partnerships), we will only send marketing emails if you have agreed, or if you are an existing client and we are telling you about similar services and you have not opted out. We never sell personal information.

6. Who we share it with

We share personal information only where needed, with:

- our service providers, who process it for us under written contracts. These are listed on our Trust page at [leadignition.co.uk/trust](https://trust.leadignition.co.uk/trust). They include Google (email and documents), our CRM platform provider (our own CRM records), Otter.ai (meeting transcription), Stripe (payments), Vercel (website hosting and analytics), Supabase

(app databases), Cloudflare (website security), Anthropic (the AI provider that powers Sparky and our AI tools) and Virtual Admin Assistance (VAA UK), which helps manage our inbox and calendar;

- advertising platforms (Google, Meta and TikTok), only where you have consented to their cookies. For collecting and sending this information, we and the platform are joint controllers; the platform is responsible for what it does with the information afterwards, under its own privacy policy;
- our professional advisers, such as our accountants, lawyers and insurers;
- the ICO, HM Revenue and Customs, law enforcement or a court, where the law requires it; and
- a buyer or successor if our business is sold or reorganised, under confidentiality.

7. International transfers

Some of our service providers are based in, or access data from, the United States and other countries outside the UK. Where we transfer personal information outside the UK, we make sure it is protected by one of these safeguards:

- UK adequacy regulations, including the UK-US data bridge where the recipient is certified;
- the ICO's International Data Transfer Agreement, or the UK Addendum to the EU Standard Contractual Clauses; or
- another safeguard allowed by UK data protection law.

You can contact us for more information about the safeguards used.

8. How long we keep it

We keep personal information only for as long as we need it, in line with our Data Retention and Deletion Schedule. If a complaint, claim or regulator enquiry is open, we keep the related information until it is resolved. In summary:

"Kept for at least" is a legal minimum. "Deleted or anonymised by" is the latest we keep it: we review our records once a year and delete or anonymise anything past its date. Any contact with us, such as an email, call or meeting, restarts the clock.

Information	Kept for at least	Deleted or anonymised by
Website enquiries that do not become clients	No minimum	3 years after our last contact
Business contacts we market to	No minimum	3 years after our last contact, or straight away if you object
Do-not-contact list (your email address only, if you have objected)	For as long as we market, so we never contact you again	No end date while we market
Client contact and contract records	The whole time you are a client	6 years after the contract ends
Invoices and accounting records	6 years from the end of the financial year they relate to (HMRC)	6 years from the end of that financial year
Meeting recordings and transcripts	No minimum	2 years after our last contact or, for clients, 2 years after you stop being a client, whichever is later
Supplier and contractor records	No minimum	6 years after the engagement ends
Unsuccessful job applications	No minimum	6 months after the decision

9. How we protect it

We use multi-factor authentication, named accounts, encryption in transit and at rest, and access only where it is needed. Our providers are chosen with data protection in mind and bound by written terms.

If a personal data breach happens, we will report it to the ICO within 72 hours of becoming aware of it where the law requires, and we will tell you without undue delay if it is likely to put your rights and freedoms at high risk.

10. Your rights

You have the right to:

- ask for a copy of your personal information;
- ask us to correct information that is wrong or incomplete;
- ask us to delete your information in some circumstances;
- ask us to restrict how we use your information in some circumstances;
- object to our use of your information where we rely on legitimate interests, and to object at any time to direct marketing;
- ask us to transfer information you gave us to another organisation, in some circumstances; and
- withdraw your consent at any time, where we rely on consent. This does not affect anything we did before you withdrew it.

To use any of these rights, email dpo@leadignition.co.uk or use the other contact details in section 1. We will respond within one month, and will not usually charge a fee. We may need to confirm your identity first. For complex requests we can extend this by up to two further months, and we will tell you if we do. The time does not run while we wait for information we need to confirm your identity or understand your request.

11. Complaints

If you are unhappy with how we have used your information, please complain to us first so we can try to put it right. You can do this by email to dpo@leadignition.co.uk, by phone or by post, using the details in section 1. We aim to acknowledge your complaint within 1 business day, and always within 30 days. We will look into it, keep you updated and tell you the outcome without undue delay.

You also have the right to complain to the Information Commissioner's Office:

- Website: ico.org.uk/make-a-complaint
- Phone: 0303 123 1113

12. Cookies

Our website uses cookie-free analytics. Advertising cookies are used only if you accept them. Our Cookie Policy explains this in full and how to change your choice: <https://leadignition.co.uk/trust/documents/cookie-policy>.

13. Changes to this notice

We review this notice at least once a year. If we make significant changes, we will update the date at the top and, where appropriate, tell our clients directly.