

WEBSITE PRIVACY NOTICE

V2 · Effective 8 Oct 2026 · SHA-256 af098722a87d

Syncera UK Ltd · registered in England and Wales, company number 17170367 · registered office 2 High Street, Poole, England, BH15 1BW

Privacy notice for our website.

This notice is for you if you visit syncerauk.com, follow a Syncera link or QR code, write to us, receive a Syncera Mobile link a partner asked us to send you, or joined our Syncera Mobile interest list. It does not limit your rights under the UK GDPR and the Data Protection Act 2018.

Two public pages it links to (who receives data, and how long we keep it) and our Help page How our website uses your data give more detail.

Other notices cover other things: the Syncera Mobile privacy notice (syncerauk.com/legal/mobile-privacy) your orders and plan; the Syncera Energy privacy notice (syncerauk.com/legal/energy-privacy) energy enquiries; the app privacy notice (syncerauk.com/legal/app-privacy) your Syncera app account; the candidate privacy notice job applications; and the staff and partner notices people who work with us.

1. Who we are.

Syncera UK Ltd, a company registered in England and Wales (company number 17170367, registered office 2 High Street, Poole, England, BH15 1BW), is the controller of your information. Syncera Mobile is a brand of Syncera UK Ltd. We are registered with the Information Commissioner's Office (ICO) under reference **ZC141252**.

To use your data rights or ask about your data, email privacy@syncerauk.com or write to Syncera UK Ltd, 20 Wenlock Road, London N1 7GU.

2. Our website, cookies and visit counting.

No cookies. syncerauk.com, and our pages you open from a link of ours, set no cookies and store nothing on your device, except one small note if you choose not to be counted (below). Our Syncera Mobile shop is a separate site, covered by the Mobile privacy notice.

Counting visits. A page counter records, for each page view, the page, the site you came from, your country and your type of device and browser. It does not track you across sites or recognise you from one day to the next. We use it to see which pages are useful (our legitimate interest). **To object, use the "Don't count my visits" switch at the foot of any page.** It is free, and stops the counter in that browser.

Technical logs. Requests to our site and pages are logged (time, IP address, browser, page), only to keep things running and stop misuse (our legitimate interest).

3. Links, QR codes and staff IDs.

What	What we keep	Why (our legitimate interest)
QR codes (syncerauk.com/q /...)	Which code was scanned, when, your rough location (town or city, worked out from your connection), your type of device and the page that sent you	Knowing which stands and links work

What	What we keep	Why (our legitimate interest)
Referral links (syncerauk.com/r/...)	Whose link it was and when. If you give your email address at our Syncera Mobile shop's checkout, the shop tells us that address and, if you order, your order	Paying the person who referred you
Checking a team member's staff ID	If you ask us to email you a copy, your address, used only to send it	Answering your request and showing who you are dealing with

To stop misuse of links and forms, we also keep short-lived scrambled codes of your IP address and email address.

4. If you write to us.

You can email hello@syncerauk.com, use our [contact](#) or [cancellation](#) forms, or tell our team at a stand.

What we keep. Your contact details, what you write and our reference; for a cancellation, how and why; for a complaint, its category, any adjustment or extra care you need, and anyone complaining for you. If your email matches a customer, we link your message to that customer record. You choose what to tell us, but we need an email address (or another way to reach you) to answer.

Why. To answer you: our contract with you if you are a customer; the complaint rules we must follow for a regulated service (legal obligation); otherwise our legitimate interest in answering you.

Extra care. If you tell us about your health, a disability or something similar, we use it to give you extra care only with your explicit consent (UK GDPR Article 9(2)(a)), which we record and you can withdraw at any time.

AI may help us read and answer what you send us, including an AI assistant that replies to you and tells you it is AI. It never makes a decision about you with legal or similarly significant effects, such as on a cancellation, a complaint or a refund: a person does, and you can always ask for a person. We remove email addresses, phone numbers, PACs and STACs before a message goes to it, and, when possible, we choose AI providers whose terms do not let them train on our data.

If what you want to tell us is sensitive, such as your health, send it to privacy@syncerauk.com: only people read it.

5. If a partner sends you a Syncera Mobile link.

If you ask one of our partners for a link to our Syncera Mobile shop, they can ask us to email it to you, giving us your email address (and perhaps your first name) and confirming that you asked. Every email links this notice and tells you how to stop them, and we never send to anyone who has asked us to stop. If you ask, we tell you which partner gave us your address. Because you asked for the link, this is not unsolicited marketing; our basis is our legitimate interest in answering your request.

6. If you joined our Syncera Mobile interest list.

We keep your email address, the first part of your postcode, the code you came from and the words you agreed to. We use them only for what those words said, on the basis of your consent. You can withdraw it at any time by emailing privacy@syncerauk.com.

7. Where we get your data.

Mostly from you. Also from: a partner who asks us to send you a link (clause 5); our Syncera Mobile shop, when you give your email address at its checkout after following a referral link; your connection, for a rough location (clause 3); and our customer records, when your email matches a customer.

8. Who receives it.

We do not sell your information or share it for advertising. It goes to:

- **our service providers**, in these categories: hosting (including the page counter); database and file storage; backups; email; error reports; AI assistance; and software development and support;
- **the person who referred you**, who sees a sale through their link by a masked name or order reference, never your contact or payment details.

Each service provider works under data processing terms that let it use your data only on our instructions. What each category does and where, and the others we share data with, are at syncerauk.com/legal/processors. Ask privacy@syncerauk.com for the names.

Transfers. Our database and files are in London. Some providers process data in the EU or the United States, under the UK's adequacy regulations, the UK-US data bridge or the UK addendum to the EU standard contractual clauses. Ask us for details.

Automated decisions. We make no decisions about you by automated means alone that have legal or similarly significant effects.

9. How long we keep it.

We keep your information for no longer than:

- **6 years** for your messages, cases and complaints (after the case closes), mailbox copies of them and of emails we sent you, and a sale credited to the person who referred you (after they stop working with us);
- **as long as we send partner link emails** for a scrambled code of your address, if you asked us to stop them, so that we never send you one again;
- **12 months** for everything else in this notice, including referral-link clicks, the shop's report of your email address and order, and the interest list (from sign-up). If a sale through a referral link is still under review, we keep its click and the shop's report until it is decided.

Most of it is kept for much less. Daily visit totals identify no one, and we keep them. If you joined the interest list and became a customer, your entry moves to your customer record, under the Mobile privacy notice. If you ask us to erase your information, we keep your messages, cases and complaints whole until their six years end, because we may need them for a complaint or a legal claim. Backup copies of our systems are kept for up to **2 years**. We also keep a monthly encrypted copy of our files, used only to recover from a failure, and delete older copies on a rolling basis. We keep a record longer only while a claim, dispute or investigation needs it. The exact period for each record is at syncerauk.com/legal/retention.

10. Your rights and complaints.

You can ask to see and get a copy of your information, and to correct, delete or restrict it, or to move it. Some rights have limits in law, such as the complaint records above. Where we rely on consent, you can withdraw it at any time; that does not affect what we did before. **You can object** to any use that relies on our legitimate interest; we will stop unless we have compelling grounds or need the information for a legal claim. You can tell us to stop marketing at any time.

Email privacy@syncerauk.com or write to us. It's free. We answer within one month, or tell you within that

month if we need up to two more.

Complaints. Complain to us first at hello@syncerauk.com (or privacy@syncerauk.com about a rights request). We acknowledge your complaint within 30 days and tell you the outcome without undue delay. You can then complain to the ICO at ico.org.uk or on 0303 123 1113.

11. Changes to this notice.

We review this notice at least once a year. We publish a new version here at least 14 days before it takes effect when we add a purpose, a lawful basis, a kind of recipient, a transfer outside the UK or an automated decision, or keep anything longer. Other updates to the linked pages and the Help page do not need a new version. The date at the top shows when this notice last changed.