

Equipmii Privacy Notice

Last updated: 09/01/2025

Version: 1.0

1. Introduction

This Privacy Notice outlines how Equipmii Ltd, registered company 14785888 ("we", "us", "our") collects, uses, and protects your personal data.

We're building a shopping and recommendation platform that matches you with products that fit how your body works. As such, we need to collect some information from you to enable us to make tailored recommendations and connect you with insights from people living with the same physical impairments so you can buy right, first time. We recognise the importance and sensitivity of this information and are committed to ensuring that all appropriate technical and organisational measures are implemented to responsibly handle this data.

We only collect and process your personal data in accordance with applicable laws and regulations, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, and have authored this privacy notice to clearly inform you of the data we collect, the ways in which it is handled and how to exercise your rights.

2. Data Controller and Contact Information

Equipmii Ltd is the data controller for the personal data processed under this Privacy Notice.

Data Controller Details:

- Name: Equipmii Ltd
- Address: 20-22 Wenlock Road, London, England, N1 7GU
- Email: DPO@equipmii.com

For questions about this Privacy Notice or to make a request related to your personal data, contact our Data Protection Officer at DPO@equipmii.com.

3. Registration with ICO

We are registered as a data controller with the Information Commissioner's Office (ICO), under registration number ZB699153.

4. Data Collection and Categories of Data Subjects

4.1 Data You Provide

We collect personal data that you provide in the following circumstances:

- When you make an enquiry or contact us
- When you become a client or contractor
- When you sign up to register interest in services
- When you complete a survey or other form on our website

4.2 Collection and processing of special category data

In order to provide some of our services, we may need to collect data concerning your health conditions and how they impact your body. This is considered special category data and is collected on the basis of explicit consent (Article 9(2)(a)). This consent can be withdrawn at any time by contacting us.

4.3 Categories of Data Subjects and Data Types

Actor: Client or partner

Description: Organisations or individuals using our services

Data types: Contact information, company details, service-specific information

Lawful basis: Contract performance, Legitimate interests

Actor: Website visitor

Description: Individuals browsing our website or making enquiries

Data types: Contact information, enquiry details, website behaviour

Lawful basis: Consent, Legitimate interests

Actor: Service user

Description: Individuals providing data for the purposes of service delivery and product recommendations

Data types: Contact information, health data

5. Purposes of Processing and Retention Periods

Purpose: Delivery of services or products

Data Types: Contact information, company details, service-specific information

Lawful Basis: Contract performance

Retention Period: We will delete your personal data promptly upon your request to stop services or delete your account with us, in accordance with applicable data protection laws.

Purpose: Communication

Data Types: Contact information

Lawful Basis: Legitimate interests

Retention Period: We will delete your personal data promptly upon your request to opt out of communications with us, in accordance with applicable data protection laws.

Purpose: Billing

Data Types: Financial information

Lawful Basis: Contract performance, Legal obligation

Retention Period: We will retain billing data for a period of 6 years in compliance with anti-money laundering, taxation regulations, and other applicable legal obligations.

Purpose: Personalised product recommendation

Data Types: Health data

Lawful Basis: Explicit consent

Retention Period: We will delete your personal data promptly upon your request to stop services or delete your account with us, in accordance with applicable data protection laws.

Purpose: Responding to enquiries

Data Types: Contact information, enquiry details

Lawful Basis: Consent, Legitimate interests

Retention Period: We will delete all dormant enquiries within two years.

6. Legal Bases for Processing

We process your personal data on the following legal bases:

Contract performance (Article 6(1)(b) UK GDPR)::

Where processing is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into a contract.

Legal obligation (Article 6(1)(c) UK GDPR):

Where processing is necessary for compliance with a legal obligation to which we are subject.

Legitimate interests (Article 6(1)(f) UK GDPR):

Where processing is necessary for the purposes of the legitimate interests pursued by us, except where such interests are overridden by your interests or fundamental rights and freedoms.

Consent (Article 6(1)(a) UK GDPR):

Where you have given consent to the processing of your personal data for one or more specific purposes.

Explicit Consent (Article 9(2)(a) UK GDPR)

Where you have given explicit consent for us to collect and process special category data (e.g. health information).

7. Data Sharing with Third Parties

We may share your personal data with third-party service providers (data processors) to enable the delivery of our services and in the ordinary course of conducting business operations.

The type of services within the scope of this section may include:

Provider Type: Web hosting

Description: Secure hosting of our website

Provider: Netlify, Amazon Web Services (AWS)

Data types: Contact information, service data

Provider Type: Survey platforms

Description: Secure collection and analysis of survey information

Provider: Alchemer

Data types: Contact information, health information

Provider Type: Email, communication, and productivity

Description: Platforms for client and prospect communication and schedule management

Provider: Google Workspace, WhatsApp, Hubspot

Data types: Contact information, email content

Provider Type: Accounting

Description: Software for invoicing, billing, and financial management

Provider: QuickBooks

Data types: Financial information, transaction history

7.1 Website usage and Analytics

We use Cabin, a privacy preserving analytics solution to monitor website usage and to improve user experience. Cabin does not collect, log or store IP addresses, or other identifying information. Cabin may collect or infer information about your device, browser and interactions with the website. You can review the data Cabin collects in their [documentation](#).

8. International Data Transfers

In some cases, our third-party service providers may be based outside the UK or European Economic Area (EEA). Whenever we transfer your personal data out of the UK or EEA, we ensure a similar degree of protection by using contracts approved for use in the UK and the EU.

9. Your Data Rights

Under the GDPR, you have the following rights regarding your personal data:

Right: Access

Description: Request access to the personal data we hold about you.

Right: Rectification

Description: Request correction of any inaccurate or incomplete personal data.

Right: Erasure

Description: Request deletion of your personal data where applicable.

Right: Restrict Processing

Description: Request us to limit the processing of your personal data.

Right: Object

Description: Object to the processing of your personal data.

Right: Data Portability

Description: Request a copy of your personal data in a structured, machine-readable format.

Right: Withdraw Consent

Description: Withdraw consent at any time where we rely on consent to process your personal data.

To exercise these rights, please contact our Data Protection Officer at DPO@equipmii.com. We will respond to your request within one month.

10. Cookies and Tracking Technologies

We currently don't use cookies or tracking technology on our website.

11. Changes to This Privacy Notice

We may update this Privacy Notice from time to time in response to changing legal, technical, or business developments. When we update our Privacy Notice, we will take appropriate measures to inform you, consistent with the significance of the changes we make.

12. Complaints

If you have concerns about our data protection practices, we encourage you to contact us first at DPO@equipmii.com.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO). For further details, please visit the [ICO Contact Page](#).