

Privacy Policy

Effective date: Thursday 2nd April, 2026

SUNBIM LTD (“we”, “us”, or “our”), 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, operates the <https://www.sunbim.io/> website (hereinafter referred to as the “Service”).

This page informs you of our policies regarding the collection, use and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy.

Definitions

- **Service** – Service is the <https://www.sunbim.io/> website operated by Sunbim.
- **Personal Data** – Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).
- **Usage Data** – Usage Data is data collected automatically, either generated by using the Service or from the Service infrastructure itself (for example, the duration of a page visit).
- **Cookies** – Cookies are small files stored on your device (computer or mobile device).
- **Data Controller** – Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and how any personal information is, or is to be, processed. For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.
- **Data Processors (or Service Providers)** – Data Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Data Controller. We may use the services of various Service Providers in order to process your data more effectively.
- **Data Subject (or User)** – Data Subject is any living individual who is using our Service and is the subject of Personal Data.

Information Collection and Use

We collect several different types of information for various purposes to provide and improve our Service to you.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). Personally identifiable information may include, but is not limited to:

- First name
- Last name
- Company name
- Job title
- Email address
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link or instructions provided in any email we send or by contacting us.

Usage Data

We may also collect information on how the Service is accessed and used (“Usage Data”). This Usage Data may include information such as your computer’s Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service and we hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyse our Service.

We use a cookie consent mechanism to obtain user consent for non-essential cookies, including analytics and marketing cookies, before they are placed on your device. You may manage or withdraw your cookie preferences at any time through the cookie settings available on our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service. You can also manage your cookie preferences for the Service by clicking [here](#).

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

Use of Data

Sunbim uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

Legal Basis for Processing Personal Data under the General Data Protection Regulation (GDPR)

If you are from the European Economic Area (EEA), Sunbim legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

Sunbim may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and your rights do not override it
- To comply with the law

Retention of Data

Sunbim does not operate a centralized customer relationship management (CRM) system or internal customer database. Personal Data submitted through website contact forms is received via email and retained only for as long as necessary to respond to enquiries and manage follow-up communications.

Personal Data processed through third-party service providers (such as email outreach and analytics tools) is retained in accordance with the retention practices of those providers and Sunbim's internal review and deletion practices.

Examples of retention practices include:

- Contact and enquiry data: retained in business email systems until no longer required for communication purposes, and periodically reviewed for deletion
- Marketing and outreach data processed via third-party tools: retained until opt-out or campaign completion
- Analytics and usage data: retained by analytics providers for a limited period as configured within those services

Sunbim periodically reviews personal data held through its service providers and communication systems to ensure it is not retained longer than necessary.

Transfer of Data

Sunbim uses third-party service providers to host and process Personal Data. Personal Data is hosted and processed in the United States.

In the course of operating the Service, Personal Data may be processed by service providers such as email communication tools, outreach platforms, analytics providers, and internal collaboration tools.

Where Personal Data of individuals located in the United Kingdom or European Economic Area (EEA) is transferred to or processed in the United States, Sunbim ensures that appropriate safeguards are in place in accordance with applicable data protection laws, including reliance on Standard Contractual Clauses approved by the UK Information Commissioner's Office or the European Commission.

Sunbim takes reasonable steps to ensure that Personal Data is treated securely and in accordance with this Privacy Policy.

Disclosure of Data

Disclosure for Law Enforcement

Under certain circumstances, Sunbim may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Legal Requirements

Sunbim may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Sunbim
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

Security of Data

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

Our Policy on “Do Not Track” Signals under the California Online Protection Act (CalOPPA)

We do not support Do Not Track (“DNT”). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

Your Data Protection Rights under the General Data Protection Regulation (GDPR)

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Sunbim aims to take reasonable steps to allow you to correct, amend, delete or limit the use of your Personal Data.

If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- **The right to access, update or delete the information we have on you.** Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.
- **The right of rectification.** You have the right to have your information rectified if that information is inaccurate or incomplete.
- **The right to object.** You have the right to object to our processing of your Personal Data.
- **The right of restriction.** You have the right to request that we restrict the processing of your personal information.
- **The right to data portability.** You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.
- **The right to withdraw consent.** You also have the right to withdraw your consent at any time where Sunbim relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

Service Providers

We may employ third party companies and individuals to facilitate our Service (“Service Providers”), provide the Service on our behalf, perform Service-related services or assist us in analysing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyse the use of our Service.

- **Google Analytics** – Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>.

Behavioral Remarketing

Sunbim uses remarketing services to advertise on third-party websites to you after you visit our Service. We and our third-party vendors use cookies to inform, optimise and serve ads based on your past visits to our Service.

- **Google Ads (AdWords)** – Google Ads (AdWords) remarketing service is provided by Google Inc. You can opt out of Google Analytics for Display Advertising and customise the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>. Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics. For more information on Google's privacy practices, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>.
- **Bing Ads Remarketing** – Microsoft Inc. provides Bing Ads remarketing service. You can opt out of Bing Ads' interest-based ads by following their instructions: <https://about.ads.microsoft.com/en-gb/resources/policies/personalized-ads>. You can learn more about the privacy practices and policies of Microsoft by visiting their Privacy Policy page: <https://privacy.microsoft.com/en-us/PrivacyStatement>.
- **Facebook Ads Remarketing** – Facebook Ads remarketing service is provided by Facebook Inc. You can adjust personalized ad preferences by following their instructions: <https://www.facebook.com/help/568137493302217>. You can learn more about the privacy practices and policies of Facebook by visiting their Privacy Policy page: <https://www.facebook.com/privacy/explanation>.

Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If you have any questions about this Privacy Policy, please contact us at privacy@sunbim.io