

Methods

PRIVACY NOTICE

Clear information about how we use and protect personal data when you visit our website, contact us or work with us.

INTRODUCTION

Methods are part of the John Good Group. Methods respect your privacy and are committed to protecting personal data. This Privacy Notice explains who we are, what information we collect, how we use it, when we share it, how long we keep it, and the rights available to you.

It applies when you visit the Methods website, make an enquiry, become or act for a client or supplier, attend an event, subscribe to updates, apply to work with us, or otherwise interact with Methods in a business context.

1. IMPORTANT INFORMATION AND WHO WE ARE

Purpose of this notice

This notice is intended for client contacts, prospective clients, supplier and partner contacts, website visitors, professional contacts and other individuals whose personal data Methods handles for its own business purposes. It should be read with a more specific notice given at the point of information is collected, including recruitment and cookie notices where applicable.

Our services are aimed at organisations and professional contacts. Our website is not intended for children, and we do not knowingly collect children's personal data through it.

Controller and processor roles

John Good & Sons Limited is made up of different legal entities. This privacy notice is issued on behalf of the John Good Group, so when we mention "we", "us" or "our" in this privacy notice, we are referring to Methods who responsible for processing your data. John Good & Sons Limited is registered with the ICO, ZB631426.

We have appointed a Data Protection Officer who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the data protection officer using the details set out below.

Contact details

Company name: John Good & Sons Limited

Address: Quarry House, Hesslewood Country Office Park, Hessle, East Yorkshire, HU13 0LH

Email: dataprivacy@johngoodgroup.co.uk

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

If you have a concern, please contact us first so that we can investigate and respond. You also have the right to complain to the Information Commission (ICO), the UK supervisory authority for data protection. [ICO.org.uk](https://ico.org.uk).

Changes and accuracy

We keep this notice under regular review. This document is dated October 2026. Please tell us if the personal data we hold about you changes during your relationship with us.

Third-party links

Our website may link to third-party sites, plug-ins or applications. Those third parties may collect or share information about you. We do not control their privacy practices, so please read their notices when leaving our website.

2. THE PERSONAL DATA WE COLLECT

Personal data means information relating to an identified or identifiable person. Depending on how you interact with Methods, we may collect:

- Identity Data, such as name, title, job title, employer, username or professional profile details;
- Contact Data, such as business email address, telephone number, postal address and communication preferences;
- Client and Project Data, such as briefs, requirements, meeting notes, approvals, content, credentials or contact details provided for a project;
- Commercial and Transaction Data, such as proposals, contracts, purchase orders, invoices, payment status and services supplied or purchased. This includes data relating to your means and methods of payment, such as your bank account and payment card details;
- Technical Data, such as IP address, device identifiers, browser type, operating system, time zone and security or access logs;
- Usage Data, such as how you use our website, client portals, digital products, or communications;
- Profile Data, such as interests, preferences, feedback, survey responses and records of interactions;
- Marketing and Communications Data, including subscription, opt-out and channel preferences;
- Recruitment Data, where relevant, such as CV, employment history, qualifications, portfolio, interview notes, and right-to-work information;
- We may create aggregated or anonymised information for reporting and analytics. Where it can no longer identify an individual, it is not personal data.

Special category and criminal offence data

Methods does not intentionally request special category or criminal offence data through its general website or sales process. If such information is genuinely required, for example recruitment adjustments or accessibility needs, we will identify an appropriate lawful basis and additional conditions, limit access and provide specific information where needed.

If you do not provide information

Where information is needed to enter into or perform a contract, comply with law, verify access or deliver a requested service, we may be unable to proceed if it is not supplied. We will explain this at the relevant time.

3. HOW WE COLLECT PERSONAL DATA

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). We may collect, use, store and transfer different kinds of personal data about you which we have grouped together follows:

- Directly from you through website forms, email, telephone, meetings, proposals, contracts, events, surveys or recruitment activities;
- From your organisation or colleagues where they nominate you as a contact, user, project stakeholder or authorised representative;

- Automatically through cookies, server logs, analytics, security monitoring, and similar technologies when you use our website or digital services;
- From public and professional sources, such as company websites, Companies House, professional networking services, and business directories;
- From group companies, referral partners, suppliers, event organisers and other third parties where permitted by law;
- In some circumstances, we may obtain personal data about you from third-party sources rather than directly from you. This may include Identity Data, Contact Data, Marketing and Communications Data, and other business-related information obtained from publicly available sources, business partners, event organisers, industry associations, reputable data providers, credit reference or compliance screening agencies, and other organisations that are legally permitted to share such information. Where we obtain personal data from a third party, we will ensure that an appropriate lawful basis exists for the processing, that the information has been collected and shared in accordance with applicable data protection laws, and that individuals are provided with the information and rights required under those laws;
- We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we will treat the combined data as personal data which will be used in accordance with this Privacy Policy.

4. HOW WE USE PERSONAL DATA

We only use personal data where the law allows us. The table below describes the main purposes and lawful bases. More than one basis may apply depending on the context.

Purpose / activity	Data used	Lawful basis
Respond to enquiries, understand requirements and prepare proposals or quotes.	Identity; Contact; Client and Project	Consent; Legitimate interests in developing our business and responding to B2B enquiries; steps before entering a contract where the individual is party to it.
Onboard clients, suppliers and authorised users; manage contracts and project governance.	Identity; Contact; Client and Project; Commercial	Performance of contract; legitimate interests in managing client and supplier relationships; legal obligation where applicable.
Design, build, test, host, maintain or support websites and digital services.	Identity; Contact; Client and Project; Technical; Usage	Performance of contract; legitimate interests in delivering secure and effective services. Where acting as processor, we rely on the client controller's instructions.
Manage accounts, invoices, payments, and debt recovery.	Identity; Contact; Commercial; Transaction	Performance of contract; legitimate interests in financial administration and recovering sums due; legal obligation.
Provide client service, project updates, support, and quality assurance.	Identity; Contact; Client and Project; Technical; Usage	Performance of contract; legitimate interests in service management, training and improvement.
Administer, secure and improve our website, systems and business operations.	Identity; Contact; Technical; Usage	Legitimate interests in IT administration, network and information security, fraud prevention, resilience, analytics and business improvement; legal obligation.
Send relevant B2B updates, invitations, and service information.	Identity; Contact; Profile; Usage; Marketing	Legitimate interests in promoting related services to professional contacts, where permitted; consent where required. You can opt out at any time.
Manage events, webinars, surveys, feedback,	Identity; Contact; Profile; Marketing	Performance of contract where applicable;

Purpose / activity	Data used	Lawful basis
and case studies.		legitimate interests in engagement and improvement; consent for optional published testimonials or images where appropriate.
Manage recruitment and resourcing.	Identity; Contact; Recruitment	Consent in the steps before entering a contract; legitimate interests in recruitment and workforce planning; legal obligations; specific conditions for sensitive information where applicable.
Establish, exercise or defend legal claims; meet regulatory and legal duties.	Any relevant category	Legal obligation; legitimate interests in protecting our rights and business.

Marketing choices

We may send relevant business marketing to professional contacts where permitted. Electronic marketing rules are applied alongside data protection law. You can unsubscribe using the link in a message or by contacting us. Opting out does not affect service, security, contractual or other non-marketing communications.

Cookies and analytics

Our website may use strictly necessary cookies and, subject to the choices presented, analytics or marketing technologies. The website cookie banner and Cookie Notice should identify the technologies in use, their purposes, providers and durations.

Artificial Intelligence

As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs, and other similar technologies. Where this happens, we operate within the AI Ethics & Governance frameworks.

We may use approved artificial intelligence (AI) technologies to support our business operations and service delivery. Where personal data is processed using AI technologies, we apply appropriate security, governance, and data protection safeguards.

We do not use AI to make solely automated decisions that have legal or similarly significant effects on individuals unless permitted by law and subject to appropriate safeguards.

Where we provide services on behalf of our customers and process personal data as a data processor, we may use approved artificial intelligence (AI) technologies to support the delivery of those services.

Any use of AI involving personal data is undertaken in accordance with our contractual obligations, the documented instructions of the relevant data controller, and applicable data protection laws. Appropriate technical, organisational and security measures are applied to protect personal data.

Change of purpose

We use personal data for the purpose for which it was collected unless a new use is compatible with that purpose. If we need to use it for an unrelated purpose, we will provide appropriate information and identify the lawful basis, unless the law permits otherwise.

5. WHEN WE SHARE PERSONAL DATA

We may share personal data only where necessary and proportionate with:

- The John Good Group provides, finance, legal, governance, IT, security, HR or administrative support;
- Service providers supporting hosting, cloud infrastructure, domains, email, collaboration, CRM, project management, analytics, security, backup, payment and professional services;
- Freelancers, developers, designers and specialist delivery partners engaged for a client project, subject to appropriate contractual and confidentiality controls;

- Clients where Methods acts on their instructions as a processor, or where project delivery requires authorised information sharing;
- Professional advisers, insurers, auditors, banks and regulators;
- Law enforcement, courts, public authorities or other parties where disclosure is required or permitted by law;
- A buyer, investor or successor if we sell, transfer, merge or re-organise all or part of our business.

We require service providers acting on our behalf to protect personal data, use it only for agreed purposes and follow our documented instructions. Independent controllers are responsible for their own compliance.

Data Subjects based in EU/EEA or Switzerland

The John Good Group (John Good & Sons Limited), which processes the personal data of individuals in the European Union and European Economic Area, in either the role of 'data controller' or 'data processor', has appointed DataRep as its Data Protection Representative for the purposes of GDPR* in the EU/EEA and FADP** in Switzerland.

If the John Good Group (John Good & Sons Limited), has processed or is processing your personal data, you may be entitled to exercise your rights under GDPR/FADP in respect of that personal data. For more details on the rights you have in respect of your personal data, please refer to the national Data Protection Authority in your country, the European Commission in the EU https://commission.europa.eu/law/law-topic/data-protection/legal-framework-eu-data-protection_en or the Federal Data Protection and Information Commission in Switzerland <https://www.edoeb.admin.ch/en>.

The John Good Group (John Good & Sons Limited) takes the protection of personal data seriously and has appointed DataRep as their Data Protection Representative in the European Union and Switzerland so that you can contact them directly in your home country. DataRep has locations in each of the 27 EU countries, Norway & Iceland in the European Economic Area (EEA) and Switzerland, so that the John Good Group (John Good & Sons Limited's customers can always raise the questions they want with them.

If you want to raise a question to the John Good Group (John Good & Sons Limited), or otherwise exercise your rights in respect of your personal data, you may do so by:

- sending an email to DataRep at datarequest@datarep.com quoting <John Good & Sons Limited> in the subject line,
- contacting us on our online webform at www.datarep.com/data-request or
- mailing by post your inquiry to Data Rep at DataRep, 77 Camden Street Lower, Dublin, D02 XE80, Ireland
- for specific addresses of the one of the 27 EU countries where you reside, please contact dataprivacy@johngoodgroup.co.uk and they will inform you of the postal address in that country.

PLEASE NOTE: When mailing inquiries. It is **ESSENTIAL** that you mark your letters for 'DataRep' and not 'John Good & Sons Limited', or your inquiry may not reach us. Please refer clearly to John Good & Sons Limited in your correspondence. Upon receiving your correspondence, John Good & Sons Limited is likely to request evidence of your identity, to ensure your personal data and information connected with it is not provided to anyone other than you.

If you have any concerns over how DataRep will handle the personal data we will require to undertake our services, please refer to our privacy notice at www.datarep.com/privacy-policy.

6. INTERNATIONAL TRANSFERS

Some suppliers or project delivery arrangements may involve personal data being accessed from or transferred outside the UK. Where this occurs, we use an appropriate UK transfer mechanism, such as UK adequacy regulations, the UK International Data Transfer Agreement or Standard Contractual Clauses with the UK Addendum to approved standard contractual clauses, together with supplementary measures where appropriate.

Contact us if you would like more information about the safeguard used for a particular transfer.

7. INFORMATION SECURITY

We maintain appropriate technical and organisational measures designed to protect personal data against accidental or unlawful loss, alteration, disclosure, access or destruction. Access is limited to people who need it for authorised business purposes and who are subject to confidentiality obligations.

We maintain procedures for managing suspected personal data breaches and will notify affected organisations, individuals and regulators where legally required. When Methods act as a processor, we notify the relevant client controller in accordance with the contract.

8. RETENTION

We keep personal data only for as long as reasonably necessary for the relevant purpose, including legal, regulatory, tax, accounting, security, and reporting requirements. We may retain information longer where a complaint, dispute, investigation or legal claim is anticipated or ongoing.

Retention decisions consider the amount, nature and sensitivity of the information, the risk of harm, the purpose, whether it can be achieved in another way, and applicable to legal or contractual requirements. Information may be securely deleted or irreversibly anonymised when no longer needed.

9. YOUR DATA PROTECTION RIGHTS

Depending on the circumstances, you may have the right to:

- Request access to your personal data and information about its use;
- Request correction of inaccurate or incomplete personal data;
- Request of erasure where there is no lawful reason for continued use;
- Object to processing based on legitimate interests and object at any time to direct marketing;
- Request restriction of processing in certain circumstances;
- Request for transfer of information provided where the right to data portability applies;
- Withdraw consent at any time where consent is the lawful basis;
- Ask for safeguards and human intervention where a significant decision is made solely by automated means, if applicable;
- Complain to the ICO.

To exercise a right, contact dataprivacy@johnsgoodgroup.co.uk. If Methods processes your information only on behalf of a client, we may refer your request to that client as controller and assist them as required.

No fee, identity checks and response times

There is usually no fee. We may charge a reasonable fee or refuse a request if it is manifestly unfounded or excessive. We may ask for information to verify identity and authority. We normally respond within one month, although the law permits an extension for complex or multiple requests, in which case we will explain this.