



Privacy Policy

Last updated: 28th May 2025

1. Who We Are

Invisible Systems Ltd is a company registered in England and Wales under company number 08580187, with its registered office at Lowry Mill, Fourth Floor, Lees Street, Swinton, Manchester, M27 6DB.

If you have any questions about this policy or how we handle your data, please contact:

Mikiel Hibbard

Email: mikiel@invisible-systems.com

2. What Information We Collect

We collect and process personal data that you voluntarily provide through our website, including when you fill out our contact forms or subscribe to communications. This may include the following types of information:

- Full Name
- Email Address
- Phone Number
- Company Name (if provided)
- Any other information you choose to share in your message

This data is collected for the purpose of providing relevant information, responding to enquiries, and enhancing your interaction with our services.

3. How We Use Your Information

Your information is used for the following purposes:

- To respond to enquiries and messages submitted via our website forms
- To provide updates and information about our services, where you have requested or consented to receive such communications
- To improve our website experience and understand user behaviour through anonymised analytics
- To ensure compliance with our legal and regulatory obligations

We will never sell, lease, or share your personal data with third parties for their independent marketing purposes.

4. Legal Basis for Processing

We rely on the following lawful bases:

- Consent – when you voluntarily provide your information via our forms
- Legitimate interests – to respond to your enquiries and improve our website performance

A: Invisible Systems, Lowry Mill, Lees Street, Pendlebury, Manchester, M27 6DB
T: 0161 521 8444 **W:** www.invisible-systems.com **E:** hello@invisible-systems.com
VAT: 177621978 **Company Registration:** 08580187

5. Cookies & Analytics

We use cookies and analytics tools such as Google Analytics and HubSpot to collect anonymous information about how visitors use our site. This may include:

- Browser type
- Pages visited
- Time spent on site

This helps us analyse traffic and improve the user experience. For more details, see our [Cookie Policy].

6. Data Sharing

We use cookies and similar tracking technologies to enhance user experience and gather usage data. These may include session cookies, persistent cookies, and third-party cookies from analytics providers such as:

- Google Analytics – used to understand website traffic and user interaction
- HubSpot – used for tracking user journeys, form submissions, and marketing performance

These tools collect data such as:

- IP address
- Device and browser type
- Pages visited and time spent
- Interaction paths

You can control or disable cookies through your browser settings. Continued use of our website implies consent to the use of these tools, as described in our [Cookie Policy].

7. International Transfers

All data is stored and processed within the United Kingdom. We do not knowingly transfer data outside the UK.

8. How Long We Keep Your Data

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including for the purposes of satisfying legal, regulatory, tax, accounting, or reporting requirements.

Retention periods vary based on the type of data and our legal obligations. Once data is no longer required, it will be securely deleted or anonymised.

9. Your Rights

Under UK data protection laws (UK GDPR and the Data Protection Act 2018), you have the following rights regarding your personal data:

- ****Right of Access**** – You can request access to your personal data and receive a copy of it.
- ****Right to Rectification**** – You can request correction of any inaccurate or incomplete data.
- ****Right to Erasure**** – You can request deletion of your data in certain circumstances (the “right to be

****Right to Restrict Processing**** – You can request the restriction of processing in specific cases.

- ****Right to Data Portability**** – You may request that your data be transferred to another organisation in a structured, commonly used format.

- ****Right to Object**** – You may object to the processing of your data for direct marketing or legitimate interests.

To exercise any of these rights, or for further assistance, please email: mikiel@invisible-systems.com. We aim to respond to all requests within one month.

10. Changes to This Policy

We may update this policy occasionally. Please review this page for any changes. Continued use of the site signifies your acceptance of any changes.