Kolay IK

Privacy Policy (UK)

Last updated: 21 November 2026
Version 2.0. Replaces version 1.0 of 30 March 2026.

Kolay IK Limited ("Kolay IK", "we", "us") respects your privacy. This policy explains what personal data we collect when you visit kolayik.co.uk, contact us, use our free tools, or deal with us as a business customer, why we use it, who we share it with, and what rights you have under the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and the Privacy and Electronic Communications Regulations 2003 (PECR), each as amended by the Data (Use and Access) Act 2025.

This policy is for information only and does not form part of any contract.

1. Who we are

Kolay IK Limited is a company registered in England and Wales (company number 16968866), with its registered office at Capital Office, 124-128 City Road, London, EC1V 2NX. We are registered with the Information Commissioner's Office (ICO) under reference ZC171250.

We have not appointed a Data Protection Officer because the law does not require us to. Our Data Protection Lead is responsible for this policy and can be reached at privacy@kolayik.co.uk or by post at the address above, marked "Privacy Team".

Kolay IK Limited is part of a group whose parent company, Kolay Yazılım A.Ş., is based in Istanbul, Türkiye. Kolay Yazılım A.Ş. builds and supports the Kolay IK platform on our behalf (see sections 5 and 6).

2. Our two roles

When we are the controller. We decide how and why your data is used when you browse our website, fill in a form, chat with us, receive our emails, or when we manage our contract with your organisation. This policy covers that data.

When we are the processor. When your employer uses the Kolay IK platform to manage HR records, your employer is the controller and we process that data only on its documented instructions, under a Data Processing Agreement. If you are an employee of one of our customers, please send questions or requests about your HR data to your employer first. If you contact us instead, we will pass your request to your employer and tell you that we have done so.

3. The data we collect

Category	Examples	Where it comes from
Identity and contact	Name, work email, phone number, job title, company name	You, through our forms, chat or email

Category	Examples	Where it comes from
Enquiry content	What you ask us, products you are interested in, notes from calls and demos	You and our sales and support team
Customer account	Billing contact, contract details, invoices, payment references (we do not store card numbers)	You and your organisation
Technical	IP address, browser and device type, pages visited, referring page	Your device, through our website and its service providers
Marketing and attribution	Your email preferences, emails opened, the campaign or ad that brought you to us (for example a click identifier in the link you followed)	Your device and our email and advertising tools, **only where you have agreed to marketing cookies**
Business contact data from public sources	Name, role and work email of decision makers at UK organisations, taken from company websites, Companies House and professional networks	Public sources (see section 4.4)

We do not ask for special category data (such as health, ethnicity or trade union membership) through our website.

You do not have to give us your data. If you want a demo, a quote or a reply, we need at least your name, work email and company to provide it.

4. Why we use your data and our lawful basis

Purpose	Data	Lawful basis
4.1 Replying to enquiries, arranging demos and preparing quotes	Identity, contact, enquiry	Steps you ask us to take before entering into a contract (Art. 6(1)(b)), or our legitimate interest in answering business enquiries (Art. 6(1)(f))
4.2 Providing and administering our service to customers: onboarding, support, invoicing	Identity, contact, customer account	Performance of our contract (Art. 6(1)(b)); legal obligation for tax and accounting records (Art. 6(1)(c))
4.3 Sending product news, guides and event invitations to business contacts	Identity, contact, marketing preferences	Legitimate interests in promoting our services to organisations (Art. 6(1)(f)). Where you are an individual subscriber, such as a sole trader or partnership, we send marketing emails only with your consent (Art. 6(1)(a) and PECR regulation 22)
4.4 Contacting decision makers at organisations that may benefit from our service	Business contact data from public sources	Legitimate interests in B2B prospecting (Art. 6(1)(f)). We tell you how we got your details in our first message and stop at once if you object

Purpose	Data	Lawful basis
4.5 Running, securing and improving our website, including spam and bot protection on forms	Technical	Legitimate interests in a secure and working website (Art. 6(1)(f))
4.6 Measuring how our website is used	Technical	Consent through our cookie banner (see our Cookie Policy)
4.7 Measuring which ads and campaigns lead to enquiries	Marketing and attribution	Consent through our cookie banner. Without it, we do not record click identifiers or share your enquiry with advertising platforms
4.8 Handling complaints, rights requests and legal claims	Any relevant data	Legal obligation (Art. 6(1)(c)) and legitimate interests in defending our position (Art. 6(1)(f))

Where we rely on legitimate interests, we have balanced our interests against yours and concluded that the processing is expected and has a minimal privacy impact. You can ask us for a summary of that assessment.

5. Who we share your data with

We share personal data only with organisations that help us run our business, under contracts that require them to protect it and use it only on our instructions.

Recipient	What they do	Location
Kolay Yazılım A.Ş. (our parent company)	Platform engineering, customer support, sales operations	Türkiye
Webflow	Website hosting	United States
Cloudflare	Website security and content delivery	Global network
Usercentrics (Cookiebot)	Cookie consent management and consent records	EU (Denmark)
Google (Workspace, Sheets, Tag Manager, reCAPTCHA, Fonts; Analytics and Ads only with your consent)	Email, documents, form protection, website measurement	United States and EU
Make (Celonis)	Routing form submissions to our systems	EU
Pipedrive	Customer relationship management	EU
Brevo	Email delivery	EU (France)

Recipient	What they do	Location
Crisp	Live chat and support tickets	EU (France)
Meta, LinkedIn, TikTok	Advertising measurement, **only with your marketing consent**	United States and EU
Professional advisers, auditors, insurers, banks	Professional services	UK
HMRC, the ICO, courts and other authorities	Where the law requires it	UK

We do not sell your personal data.

If our business is sold or restructured, we may share data with the buyer and its advisers under confidentiality obligations.

6. International transfers

Some of the recipients above are outside the UK.

- **EU and EEA.** The UK recognises the EEA as providing adequate protection, so no additional safeguards are needed.
- **United States.** Where a US provider is certified under the UK Extension to the EU-US Data Privacy Framework (the "UK-US data bridge"), we rely on that. Otherwise we use the ICO's International Data Transfer Addendum to the EU Standard Contractual Clauses.
- **Türkiye.** The UK has not made an adequacy decision for Türkiye. Our transfers to Kolay Yazılım A.Ş. are covered by the ICO's International Data Transfer Agreement (IDTA), supported by a transfer risk assessment, encryption in transit and at rest, role-based access and access logging.

You can ask us for a copy of the relevant safeguards by writing to privacy@kolayik.co.uk. We may redact commercial terms.

7. How long we keep your data

Data	Retention
Enquiries and prospects who do not become customers	24 months after our last contact with you
Marketing preferences and unsubscribes	Until you unsubscribe. We then keep your email address on a suppression list so that we do not contact you again
Customer contract, billing and accounting records	6 years after the end of the financial year in which the contract ends
Support chats and tickets	24 months after the ticket is closed
Cookie consent records	12 months
Complaints and rights requests	3 years after the matter is closed

Data	Retention
Website security logs	Up to 90 days

Platform data that we process for customers is deleted or returned at the end of the subscription, as set out in our Data Processing Agreement.

8. Your rights

You have the right to:

- ask for a copy of your personal data (a subject access request);
- ask us to correct inaccurate data;
- ask us to delete your data;
- ask us to restrict how we use your data;
- object to processing based on our legitimate interests;
- receive data you gave us in a portable format, where processing is based on consent or contract;
- withdraw consent at any time, without affecting processing that took place before.

Your right to object to direct marketing is absolute. You can stop our marketing emails at any time with the unsubscribe link in every email or by writing to privacy@kolayik.co.uk, and we will stop. You can withdraw cookie consent at any time through "Cookie Settings" at the bottom of every page.

To use any of these rights, email privacy@kolayik.co.uk with the subject "Data Rights Request". We may ask you to confirm your identity. We reply within one month. If your request is complex or you make several requests, we may extend this by up to two further months, and we will tell you within the first month. We do not charge a fee unless a request is manifestly unfounded or excessive.

9. Complaints

We operate a data protection complaints procedure under section 164A of the Data Protection Act 2018.

How to complain. Email privacy@kolayik.co.uk with the subject "Data Protection Complaint", or write to Privacy Team, Kolay IK Limited, Capital Office, 124-128 City Road, London, EC1V 2NX. Please include your name, email address, your relationship with us (website visitor, customer contact, or employee of a customer, with your employer's name) and what has gone wrong.

What happens next.

1. We check whether we are the controller. If the complaint concerns HR data your employer holds on our platform, we pass it to your employer and tell you.
2. We acknowledge your complaint within 30 days of receiving it.
3. We investigate without undue delay and keep you informed.
4. We tell you the outcome in writing, including any action we have taken.

The ICO. If you are unhappy with our response, you can complain to the Information Commissioner's Office at ico.org.uk/make-a-complaint or on 0303 123 1113. We would appreciate the chance to resolve your concern first, but you do not have to wait for us.

10. Cookies

We use cookies and similar technologies on our website. Our Cookie Policy explains which ones, why, and how to change your choices.

11. Children

Our website and services are for businesses and are not aimed at children. We do not knowingly collect data from children.

12. Automated decisions

We do not make decisions about you based solely on automated processing that have legal or similarly significant effects.

13. Links to other websites

Our website links to other sites, including our login and help centre on kolayik.com and our careers site. Those sites have their own privacy notices.

14. Changes to this policy

We update this policy when our practices or the law change. The date at the top shows the latest version. If a change materially affects how we use data you have already given us, we will tell you directly where we can.