

METCAT LTD PRIVACY NOTICE

Last updated: 23 September 2026

1. About this Privacy Notice

This Privacy Notice explains how MetCat Ltd ("MetCat", "we", "us" or "our") collects, uses, stores and shares personal information when you use our website, the MetCat mobile application (the "App"), our services, register for an account, trade or communicate with us, or otherwise interact with us.

MetCat Ltd is the controller responsible for the personal information described in this Notice.

2. Who we are and how to contact us

Legal entity: MetCat Ltd

Company number: 07980440 (registered in England and Wales)

Email: support@metcat.com

Postal address: please use the current registered office address shown on MetCat's website and Companies House records.

If you have a question about this Notice, our use of your personal information, or wish to exercise a data protection right, contact us at support@metcat.com.

3. Personal information we collect

We may collect identity and contact information such as your name, username or account identifier, email address and mobile telephone number.

Where you register or interact with us as a business user, we may collect business verification and account information such as VAT number, company name, business or registered address, industry or operation type and information needed to administer your relationship with MetCat. Some business information may also be personal information, particularly where you are a sole trader or where it identifies an individual.

We may collect technical and usage information such as IP address, login information, browser and operating-system information, device identifiers, time zone, approximate location derived from technical data where applicable, app or website events, feature usage and information about how you interact with the website, App and services.

We may collect marketing and communications information including marketing permissions, opt-ins and opt-outs, communication preferences, push-notification preferences and device notification tokens where enabled.

We may collect correspondence and transaction-related information when you contact us, request a quotation, arrange an appointment, supply material, trade with us or otherwise use our services.

We do not intentionally collect special category personal data or criminal-offence data through the website or App unless there is a specific lawful need to do so.

4. How we collect personal information

We collect information directly from you when you register, complete forms, manage your account, contact us, trade with us, request services or change your preferences.

We may receive business verification information from third parties or public sources where this is used to verify registration or business details. Where HMRC or another verification source is used, the precise information obtained will depend on the verification service available at the time.

We collect some technical and usage information automatically through cookies and similar website technologies and, within the App, through analytics technologies and software development kits (SDKs). Further information is provided in our Cookies and Tracking Technologies Notice.

5. How and why we use your personal information

Purpose / activity	Typical information	Typical lawful basis
Create and manage accounts; provide the App, website features and requested services.	Identity, contact, account and business verification information.	Performance of a contract; legitimate interests where appropriate.
Verify registration or business information and prevent fraud or misuse.	Identity, contact, VAT/business information and relevant technical information.	Performance of a contract; legitimate interests; legal obligation where applicable.

Purpose / activity	Typical information	Typical lawful basis
Provide customer support and respond to enquiries, appointments and trading communications.	Identity, contact, correspondence and relevant account/business information.	Performance of a contract and/or legitimate interests.
Operate, secure, troubleshoot and maintain our systems.	Technical, usage, device, account and security information.	Legitimate interests; legal obligation where applicable.
Analyse and improve the website, App, features and user experience.	Technical, usage, interaction, event and session information.	Consent where required; otherwise legitimate interests where permitted.
Maintain CRM records and manage customer/supplier relationships.	Identity, contact, business, account, communication and preference information.	Performance of a contract; legitimate interests; consent where required for marketing.
Send service, operational and account communications.	Identity, contact, account and communication information.	Performance of a contract; legitimate interests; legal obligation where applicable.
Send direct marketing and promotional communications.	Identity, contact, marketing preferences and relevant relationship information.	Consent where required; another lawful electronic-marketing basis where legally available.
Comply with legal, tax, regulatory and record-keeping obligations and establish or defend legal claims.	Relevant information necessary for the obligation or claim.	Legal obligation; legitimate interests where applicable.
Support a merger, investment, acquisition, sale or reorganisation.	Relevant customer, supplier, account and business information.	Legitimate interests, subject to appropriate safeguards.

6. App, website and behavioural analytics

We may use analytics tools to understand how users interact with the website and App, diagnose errors, improve usability and features, measure engagement and protect our services.

Our current service configuration may include UXCam for in-app session analytics, Mixpanel for in-app behavioural analytics and PostHog for website or product analytics. Depending on configuration, these tools may process device information, app or website events, interaction information and session information.

Where a technology requires consent under applicable privacy or electronic communications law, we will obtain the required consent before using it. Security or strictly necessary processing may rely on another appropriate lawful basis.

We configure analytics services with the aim of avoiding the intentional capture of unnecessary sensitive information. Users should not enter sensitive personal information into free-text or other areas unless it is required for the relevant service.

7. CRM and customer relationship management

Information provided during registration, onboarding, enquiries, appointments, trading and other interactions may be transferred to and maintained in our customer relationship management systems. We currently intend to use HubSpot as a CRM and may use it to maintain contact and business records, administer customer and supplier relationships, record communications and preferences, support sales and service activity, and send marketing where lawful.

The information transferred to our CRM may include your name, email address, telephone number, business name, business address, VAT number, industry or operation type, registration information, communication history, marketing preferences and other information you provide to us where relevant to the relationship.

Where a CRM or other service provider processes personal information on our behalf, we require appropriate data protection terms and only permit processing for authorised purposes.

8. Marketing communications

We may send service and administrative communications where they are necessary to operate your account or provide our services.

We may send direct marketing by email, SMS, push notification, in-app message or other electronic means where permitted by applicable law. Where consent is required, we will obtain it before sending that marketing. Where the law permits another basis, such as the soft opt-in for certain existing customer relationships, we may rely on it subject to the applicable conditions.

You can opt out of marketing at any time by using the unsubscribe mechanism in a message, changing available account or App preferences, or contacting support@metcat.com. Opting out of marketing does not stop essential service or administrative communications.

9. Push notifications and in-app communications

If you enable push notifications, we may use a device token and your notification preferences to deliver operational messages, catalogue or price updates, market information, feature announcements and, where you have agreed or where otherwise lawfully permitted, promotional communications.

You can normally disable push notifications through your device settings and, where available, through settings in the App. Marketing preferences will be respected independently of communications that are genuinely necessary to provide or secure the service.

10. Cookies and similar technologies

Our website uses cookies and similar technologies and our App may use SDKs, device identifiers and similar technologies. For information about the technologies we use, their purposes and your choices, please see the current MetCat Cookies and Tracking Technologies Notice available through the legal section of our website.

11. Who we share personal information with

We may share personal information with service providers that support our business and services, including providers of platform development, hosting and cloud infrastructure, analytics, CRM, communications, email, push notifications, IT support and security.

Providers currently identified in connection with our services include Nomtek, UXCam, Mixpanel, PostHog, HubSpot, hosting or cloud providers and email or communications providers, where they are actually used in our live systems. This list may change as our technology stack changes.

We may also share information with professional advisers such as lawyers, accountants, auditors and insurers; suppliers and subcontractors where necessary to provide services; competent authorities such as HMRC, law enforcement, courts or regulators where required or permitted by law; and parties involved in an actual or proposed corporate transaction such as an acquisition, merger, investment or sale.

We do not permit processors acting on our behalf to use personal information for their own unrelated purposes.

12. International transfers

Some service providers may process personal information outside the United Kingdom and, where relevant, outside the European Economic Area. Where a restricted international transfer takes place, we will use a lawful transfer mechanism as required, such as an applicable adequacy regulation or decision, the UK International Data Transfer Agreement, the UK Addendum to EU Standard Contractual Clauses or EU Standard Contractual Clauses, together with supplementary safeguards where required.

You may contact support@metcat.com for further information about relevant transfer safeguards.

13. How we protect personal information

We use appropriate technical and organisational measures designed to protect personal information against unauthorised or unlawful processing and accidental loss, destruction, alteration or disclosure.

Measures may include access controls, encryption or pseudonymisation where appropriate, secure development and change-management practices, monitoring, backups, staff confidentiality and training, and periodic security review. No electronic system can be guaranteed to be completely secure.

14. How long we keep personal information

We retain personal information only for as long as reasonably necessary for the purpose for which it was collected and to meet legal, regulatory, tax, accounting, reporting, fraud-prevention and legal-claims requirements.

Different categories of information may therefore have different retention periods. When information is no longer required, we will delete or anonymise it where appropriate. You can contact support@metcat.com for further information about applicable retention periods.

15. Automated decision-making

We do not intend to make decisions based solely on automated processing that produce legal effects or similarly significant effects on you unless this is permitted by law and appropriate safeguards are provided.

Automated checks may assist with functions such as validation of registration or business information. Where an automated check contributes to a decision to reject or materially restrict an account, we may provide human review and a means to contact us about that decision.

16. Your data protection rights

Depending on the circumstances and applicable law, you may have rights to request access to your personal information; correct inaccurate or incomplete information; request erasure; restrict processing; object to processing; receive certain information in a portable format; and withdraw consent where processing is based on consent.

You have the right to object at any time to processing of your personal information for direct marketing.

These rights are subject to legal conditions and exemptions. We may need information to verify your identity before acting on a request. We normally respond within one month, although the law permits an extension in certain complex cases.

To exercise a right, contact support@metcat.com. You will not normally have to pay a fee, although the law permits a reasonable fee or refusal in certain cases involving manifestly unfounded or excessive requests.

17. Complaints

You may complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection. We would appreciate the opportunity to address your concern first, so you may contact us at support@metcat.com before approaching the ICO. Where another supervisory authority has jurisdiction, you may also have the right to complain to that authority.

18. Age restrictions

Our App and business services are intended for adults acting in a business, trade or sole-trader context. Users registering for the App must be aged 18 or over. We do not knowingly seek to collect personal information from children through the App. If you believe a child has provided personal information to us, contact support@metcat.com.

19. Third-party links

Our website or App may contain links to third-party websites, services, plug-ins or applications. Those third parties control their own privacy practices. We encourage you to review their privacy information before providing personal information to them.

20. Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes in law, our services, our technology or our processing activities. The current version will be made available through our website. Where a change is material and the law requires notification, we will take appropriate steps to bring it to your attention.