**Privacy Policy**

**Effective Date:** 4 June 2025  
**Last Updated:** 4 June 2025

**1. Introduction**

Brilliant AI Ltd. (“**we**”, “**us**”, or “**our**”) is committed to safeguarding the privacy of individuals who interact with us. This Privacy Policy outlines how we collect, use, disclose and protect your personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

Brilliant AI Ltd. is a specialist artificial intelligence engineering company focused on designing, building, and deploying custom AI systems for real-world impact. Our website is located at [**www.brilliant-ai.co.uk**](https://www.brilliant-ai.co.uk/).

We act as a “data controller” when processing your personal data, which means we determine the purpose and means of processing.

**2. Data Controller Contact Details**

**Brilliant AI Ltd.**  
One Cathedral Square  
Blackburn  
BB1 1FB  
United Kingdom

Email: [**info@brilliant-ai.co.uk**](mailto:info@brilliant-ai.co.uk)  
Website: [**www.brilliant-ai.co.uk**](https://www.brilliant-ai.co.uk/)

**3. What Information We Collect**

We may collect, store and use the following categories of personal data:

**3.1 Information You Provide Voluntarily**

When you use our website, including submitting information via our **contact form**, we may collect:

* Full name
* Email address
* Company name (if applicable)
* Telephone number (optional)
* Any other personal data voluntarily submitted in the message content

**3.2 Automatically Collected Information**

When you visit our website, we may collect limited technical data automatically through cookies or similar technologies, including:

* IP address
* Browser type and version
* Operating system
* Pages visited and duration
* Referring website addresses

(See section 9 for our Cookie Policy.)

**4. Legal Basis for Processing**

We process your personal data lawfully under one or more of the following bases:

* **Consent** – where you have explicitly consented to our use of your data (e.g., submitting a contact form).
* **Contract** – where processing is necessary to take steps at your request before entering into a contract.
* **Legitimate interests** – where processing is necessary for our legitimate business interests, such as responding to enquiries or improving our services, and your rights do not override those interests.
* **Legal obligation** – to comply with a legal or regulatory obligation.

**5. How We Use Your Personal Data**

We may use your personal data for the following purposes:

* To respond to your enquiries or requests submitted through our website or email
* To communicate with you regarding our services or solutions
* To maintain records of communications
* To monitor and improve our website and services
* To ensure the security and technical performance of our website
* To comply with legal obligations and regulatory requirements

We will never use your data for unsolicited marketing communications without your consent.

**6. Sharing Your Data**

We do not sell, trade, or rent your personal information. We may share your personal data only with:

* **Service providers** who perform services on our behalf (e.g., web hosting, analytics), under strict confidentiality and data protection agreements
* **Professional advisers** such as legal or accounting professionals
* **Regulatory or law enforcement authorities** if required by law or to protect our legal interests

All third parties are contractually obliged to protect your data and use it only for the specified purpose.

**7. Data Retention**

We retain personal data only as long as necessary for the purposes for which it was collected or to comply with legal obligations.

* **Contact form submissions**: Retained for up to 12 months unless a longer retention period is required due to a business relationship or legal requirement.
* **Analytics data**: Retained in anonymised or aggregated form for statistical and performance monitoring purposes.

Once data is no longer required, it will be securely deleted or anonymised.

**8. Your Rights**

Under UK data protection law, you have the following rights:

* **Right to access** – to request a copy of your personal data
* **Right to rectification** – to correct inaccurate or incomplete data
* **Right to erasure** (“right to be forgotten”)
* **Right to restrict processing** – in certain circumstances
* **Right to data portability** – to receive your data in a structured format
* **Right to object** – to processing based on legitimate interests
* **Right to withdraw consent** – at any time, where consent was the basis for processing
* **Right to lodge a complaint** – with the Information Commissioner’s Office (ICO)

To exercise any of these rights, please contact us at [**info@brilliant-ai.co.uk**](mailto:info@brilliant-ai.co.uk).

**9. Cookies and Similar Technologies**

Our website uses essential and analytics cookies to improve user experience and website functionality.

We use:

* **Strictly necessary cookies** – to enable core functionality
* **Analytics cookies (e.g. Google Analytics)** – to help us understand how visitors interact with the site

You can manage your cookie preferences via your browser settings. For more details, refer to our [Cookie Policy](https://chatgpt.com/c/684000b2-67ac-8009-94b9-6ff2e85def48) (coming soon).

**10. Data Security**

We implement appropriate technical and organisational measures to protect your personal data against accidental or unlawful destruction, loss, alteration, unauthorised access, or disclosure. These measures include:

* SSL encryption for data transmission
* Regular software and security updates
* Secure hosting environments
* Access controls and data minimisation

However, no method of transmission over the Internet is entirely secure. We encourage you to take appropriate steps to protect your personal information when communicating with us.

**11. International Data Transfers**

We do not routinely transfer personal data outside the UK. If we do, we ensure that appropriate safeguards are in place in line with UK data protection requirements (e.g., adequacy decisions or standard contractual clauses).

**12. Third-Party Links**

Our website may contain links to third-party websites. This Privacy Policy applies only to our own website. We encourage you to review the privacy policies of any external sites you visit.

**13. Children’s Privacy**

Our website and services are not intended for use by individuals under the age of 18. We do not knowingly collect personal data from children.

**14. Changes to This Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in legal, regulatory or operational requirements. The latest version will always be available on our website, with the effective date clearly shown.

**15. Contact Us**

If you have any questions, concerns or complaints about this Privacy Policy or how we handle your personal data, please contact us:

**Email:** [info@brilliant-ai.co.uk](mailto:info@brilliant-ai.co.uk)  
**Postal Address:**  
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Blackburn BB1 1FB  
United Kingdom