

PRIVACY POLICY

BACKGROUND:

Lease-Pilot Limited ("we", "us", or "our") understands that your privacy is important and that you care about how your personal data is used. We respect and value the privacy of everyone who visits this website, www.sense-check.co.uk ("Our Site") and will only collect and use personal data as described here, and in a way that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is requested when you use Our Site, submit an appointment request, or otherwise interact with the Sense-Check service.

1. DEFINITIONS AND INTERPRETATION

In this Policy the following terms have the following meanings:

1.1 "Cookie" means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features.

1.2 "Cookie Law" means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003.

2. INFORMATION ABOUT US

Our Site is operated by Lease-Pilot Limited, a private limited company registered in England and Wales under company number 16438601.

Email address: admin@sense-check.co.uk

3. WHAT DOES THIS POLICY COVER?

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. We have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such sites before providing data.

4. WHAT IS PERSONAL DATA?

Personal data is any information about you that enables you to be identified. It includes obvious data like your name and contact details, and less obvious data such as IP address, cookie identifiers, and other technical data.

5. WHAT ARE MY RIGHTS?

You have the following rights under the UK GDPR and Data Protection Act 2018:

5.1 To be informed about our collection and use of your personal data.

- 5.2 To access the personal data we hold about you.
- 5.3 To have inaccurate personal data rectified.
- 5.4 To be forgotten (have your personal data erased).
- 5.5 To restrict processing of your personal data.
- 5.6 To object to our use of your personal data.
- 5.7 To withdraw consent (where applicable).
- 5.8 To data portability.
- 5.9 Not to be subject to automated decision-making or profiling (we do not use your data in this way).
- 5.10 You can exercise your rights using the contact details in Part 15.

6. WHAT DATA DO YOU COLLECT AND HOW?

We collect personal data through forms on Our Site, communications you send to us, and automated technologies (like cookies). This may include:

- 6.1 Identity data (name, business name)
- 6.2 Contact data (email address, telephone number)
- 6.3 Technical data (IP address, browser, device type)
- 6.4 Usage data (pages visited, interactions with ads)
- 6.5 We do not knowingly collect special category data or data relating to children.

7. HOW DO YOU USE MY PERSONAL DATA?

We use your personal data to:

- 7.1 Process review requests (legal basis: contract)
- 7.2 Connect you with a solicitor (contract)
- 7.3 Maintain records for audit or legal compliance (legal obligation)
- 7.4 Improve our service (legitimate interests)
- 7.5 Market to you via Google Ads and remarketing tools (consent)
- 7.6 We do not send direct marketing emails unless you've opted in.

8. HOW LONG WILL YOU KEEP MY PERSONAL DATA?

We retain data for:

8.1 Appointment and transaction data: 6 years (legal/accounting compliance)

8.2 Technical and analytics data: up to 14 months

8.3 Marketing consents and preferences: until withdrawn

9. HOW AND WHERE DO YOU STORE OR TRANSFER MY PERSONAL DATA?

We store your data in the UK or EEA. Where third-party services (e.g. Google) transfer data internationally, we rely on standard contractual clauses or adequacy decisions.

10. DO YOU SHARE MY PERSONAL DATA?

We may share your data with:

10.1 Independent solicitors (to deliver the requested service)

10.2 Payment processors (to handle transactions)

10.3 Advertising providers (e.g. Google, via tags and cookies)

10.4 Technical service providers (e.g. hosting, analytics)

10.5 We do not sell your data. We only share what's necessary and ensure third parties protect it appropriately.

11. HOW CAN I CONTROL MY PERSONAL DATA?

You can:

11.1 Opt out of cookies via our cookie banner

11.2 Unsubscribe from emails (if subscribed)

11.3 Contact us to exercise your rights (Part 15)

12. CAN I WITHHOLD INFORMATION?

Yes, but some services may be limited if you choose not to provide necessary data or block functional cookies.

13. HOW CAN I ACCESS MY PERSONAL DATA?

You may request access to your data by emailing us. We'll respond within one month. We may ask for ID before responding.

14. HOW DO YOU USE COOKIES?

We use cookies for:

14.1 Site functionality (essential cookies)

14.2 Analytics (Google Analytics)

14.3 Advertising (Google Ads, remarketing tags)

14.4 You'll be asked to consent to these cookies when you visit Our Site. You can update your preferences at any time via the cookie banner or browser settings.

15. HOW DO I CONTACT YOU?

Email: admin@sense-check.co.uk

16. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time. Any changes will be posted on this page. This Policy was last updated on 5 June 2025.