DATA PROTECTION

Privacy Policy

check-flex.eu — Measurit Technologies Ltd (Ireland). Last updated: August 2026 — Reviewed annually.

Measurit Technologies Ltd
Gorey, Co. Wexford, Y25 TW35, Ireland — Data controller for check-flex.eu

1. Who we are

Measurit Technologies Ltd ("Measurit", "we", "us", or "our") is registered in Ireland. Our registered address is Gorey, Co. Wexford, Y25 TW35, Ireland.

Measurit Technologies Ltd is the data controller for personal data collected through check-flex.eu. We are regulated under EU GDPR (Regulation 2016/679). Our supervisory authority is the Data Protection Commission (DPC), dataprotection.ie.

Measurit Technologies Ltd is the parent entity of the Check-Flex group. Check-Flex Limited, 71-75 Shelton Street, London, England, is a related entity that operates check-flex.co.uk and has its own separate privacy policy.

For privacy enquiries, contact us at: privacy@measurit.com

2. What personal data we collect

2.1 Contact form

When you submit an enquiry through our contact form, we collect:

- Your name
- Your email address
- Your message or enquiry

- The date and time of submission

We do not collect telephone numbers, company names, or postal addresses through the contact form unless you choose to include them in your message.

2.2 Newsletter subscription

If you subscribe to our newsletter, we collect:

- Your email address
- Confirmation of your double opt-in
- The date and time of subscription

Our newsletter service is operated by Brevo (Sendinblue SAS), an EU-based email marketing platform acting as a data processor on our behalf. Your data is processed within the EU. You can review Brevo's privacy policy at brevo.com/legal/privacypolicy.

2.3 Analytics data

We use two analytics tools to understand how visitors use our website. These tools are only activated once you have given your consent via our cookie consent notice. If you do not consent, no analytics data is collected.

The following tools are configured and will activate upon consent:

Google Analytics 4 (GA4)

IP anonymisation enabled — full IP never stored. Collects pages visited, time on site, browser/device type, and approximate country-level location. May transfer to Google servers in the US under the EU-US Data Privacy Framework.

Matomo Analytics

Self-hosted on EU infrastructure — no data leaves the EU/EEA. IP anonymisation enabled. Collects pages visited, referral sources, browser and device type. Not shared with any third party.

2.4 Cookie consent

We use Klaro to manage cookie consent. Your preferences are stored locally in your browser. No consent data is transmitted to external servers.

2.5 Live chat and WhatsApp

If you start a chat on this website or message us on WhatsApp, we collect the content of your messages along with any name and email address you provide. For live chat we also record the page you were viewing, your browser, operating system and language, so we can answer your question in context.

We use this information solely to respond to your enquiry and to follow up on it. Where a chat is left unanswered when you close the page, we may email you a copy of the conversation so that you receive our reply. Our lawful basis is our legitimate interest in responding to enquiries about our products, and, where your enquiry concerns a possible order, the steps taken at your request before entering into a contract.

Our live chat is provided by Heliom Inc., Canada and runs on Twilio's Conversations API (Twilio Inc., United States). Both act as our processors under written agreements. Live chat is not loaded when you visit this website; it is loaded only when you choose to open it, and stores information on your device only from that point.

WhatsApp messages are delivered through the WhatsApp Business Platform, operated by Meta Platforms Ireland Limited. Message content is end-to-end encrypted in transit, but Meta processes information about the messages sent and received, including your phone number, as an independent controller under its own terms. Our WhatsApp button is an ordinary link and sets nothing on your device; opening a conversation is your choice and takes place within WhatsApp.

Where these providers process personal data outside the European Economic Area, transfers are made under the European Commission's standard contractual clauses.

We keep chat and WhatsApp conversations for 24 months from the last message, after which they are deleted, unless the enquiry has become an order — in which case the correspondence is retained with the order records.

3. Legal basis for processing

Legitimate interests (Article 6(1)(f) EU GDPR) — responding to contact form enquiries from business customers and prospects. We have assessed that our legitimate interest in responding to business enquiries is not overridden by your rights and freedoms, given the B2B nature of this website.

Consent (Article 6(1)(a) EU GDPR) — newsletter subscriptions and non-essential analytics cookies. You may withdraw consent at any time without affecting the lawfulness of prior processing.

Legitimate interests (Article 6(1)(f) EU GDPR) — anonymised analytics data used to improve website performance and content.

4. How we use your personal data

- To respond to enquiries submitted via the contact form
- To send our newsletter to subscribers who have confirmed opt-in
- To analyse website usage and improve site performance and content
- To comply with legal obligations

We do not use your personal data for automated decision-making or profiling. We do not sell your personal data to any third party.

5. Use of AI tools

We use Claude, an AI assistant developed by Anthropic, as an internal productivity tool. Claude is used by our staff to assist with tasks such as drafting correspondence, preparing documents, and analysing information.

Claude is used strictly for internal purposes and is not deployed as a customer-facing tool on this website. Visitors to check-flex.eu do not interact with Claude directly.

Where personal data from enquiries is incidentally referenced in internal use of Claude (for example, when drafting a reply to an enquiry), we treat Anthropic as a data processor. Anthropic processes data in accordance with its privacy and data

processing policies, available at anthropic.com/privacy. We do not deliberately input personal data into AI tools beyond what is necessary for the task at hand.

Anthropic PBC is a US-based company. Any incidental transfer of personal data through Claude constitutes a transfer to the United States. We rely on Anthropic's Standard Contractual Clauses for this transfer and minimise such transfers by avoiding unnecessary input of personal data into AI tools.

RETENTION, SHARING & TRANSFERS

6. How long we keep your data

Contact form enquiries: Retained for 12 months from the date of submission, then deleted. Where an enquiry leads to an ongoing commercial relationship, relevant records may be retained for 7 years in accordance with Irish accounting and legal obligations.

Newsletter subscribers: Retained for as long as you remain subscribed. Upon unsubscribing, your email address is removed from our active list within 30 days. Suppression records may be retained to prevent re-subscription without consent.

Analytics data: Retained for 14 months in GA4 (platform minimum). Matomo analytics data is retained for 12 months.

7. Who we share your data with

We share personal data only with the following processors, and only to the extent necessary:

- Brevo (Sendinblue SAS) — newsletter delivery, EU-based
- Google LLC — Google Analytics 4, anonymised data only, US-based with EU-US Data Privacy Framework certification
- Anthropic PBC — internal AI tooling, personal data referenced only incidentally in internal workflows
- Missive (Conversation Inc.) — live chat, Canada-based
- Twilio Inc. — live chat infrastructure, US-based
- Meta Platforms Ireland Limited — WhatsApp Business Platform, acting as an independent controller

We do not share your personal data with advertisers, data brokers, or other commercial partners.

8. International data transfers

Our website and primary data storage are hosted on EU infrastructure. Data is not routinely transferred outside the EU/EEA.

Google Analytics 4 transfers anonymised analytics data to Google servers in the United States. This is covered by Google's EU-US Data Privacy Framework certification.

Anthropic PBC is a US-based company. Where personal data is incidentally processed through Claude, we rely on Anthropic's Standard Contractual Clauses for this transfer. We minimise any such transfer by avoiding unnecessary input of personal data into AI tools.

Where our live chat and WhatsApp providers process personal data outside the European Economic Area, transfers are made under the European Commission's standard contractual clauses.

YOUR RIGHTS & OTHER INFORMATION

9. Your rights

Under EU GDPR you have the following rights:

- Right of access — to request a copy of the data we hold about you
- Right to rectification — to request correction of inaccurate data
- Right to erasure — to request deletion of your data in certain circumstances
- Right to restriction — to request we limit how we use your data
- Right to data portability — to receive your data in a machine-readable format
- Right to object — to object to processing based on legitimate interests
- Right to withdraw consent — where processing is consent-based, to withdraw at any time

To exercise any of these rights, contact privacy@measurit.com. We will respond within one calendar month. You also have the right to lodge a complaint with the Data Protection Commission at dataprotection.ie or by writing to 21 Fitzwilliam

Square South, Dublin 2, D02 RD28, Ireland.

10. Cookies

Essential cookies — required for the website to function, including your Klaro cookie consent preferences. These cannot be disabled.

Analytics cookies — set by Google Analytics 4 and Matomo to collect anonymised usage data. These are only placed with your consent.

You can manage cookie preferences at any time using the consent tool on our website, or through your browser settings.

11. Security

We apply appropriate technical and organisational measures to protect personal data, including HTTPS encryption and restricted access controls. In the event of a data breach likely to result in risk to your rights, we will notify the Data Protection Commission within 72 hours as required by EU GDPR.

12. Children's data

This website is directed at business professionals and is not intended for use by persons under 18. We do not knowingly collect data from children. If you believe we have done so inadvertently, contact privacy@measurit.com and we will delete it promptly.

13. Changes to this policy

We may update this policy periodically. The date at the top of this page indicates the most recent revision. Material changes will be notified where reasonably practicable.

14. Contact

Email: privacy@measurit.com
Measurit Technologies Ltd
Gorey, Co. Wexford, Y25 TW35, Ireland

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