DATA PROTECTION NOTICE

Privacy Policy

check-flex.co.uk — Check-Flex Limited (UK). Last updated: August 2026.

Check-Flex Limited
71-75 Shelton Street, London, WC2H 9JQ, England — Data controller — Regulator: ICO

1. Who we are

Check-Flex Limited ("Check-Flex", "we", "us", or "our") is registered in England and Wales. Our registered address is 71-75 Shelton Street, London, WC2H 9JQ, England.

Check-Flex Limited is the data controller for personal data collected through check-flex.co.uk. We are regulated under UK GDPR and the Data Protection Act 2018. Our supervisory authority is the Information Commissioner's Office (ICO), ico.org.uk.

Check-Flex Limited is part of the Measurit Technologies group. Measurit Technologies Ltd, Gorey, Co. Wexford, Ireland, is a related entity that operates check-flex.eu and has its own separate privacy policy.

Privacy enquiries: privacy@check-flex.co.uk

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

- 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, and 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. 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 are only activated once you have given your consent via our cookie consent notice. If you do not consent, no analytics data is collected.

Google Analytics 4 (GA4)

IP anonymisation enabled — full IP address never stored. Data collected includes pages visited, time on site, browser type, device type, and approximate geographic location (country/region only). Data may be transferred to Google servers in the United States under Google's Data Privacy Framework certification and UK adequacy arrangements.

Matomo Analytics

Self-hosted on EU infrastructure — no data transferred outside the EU/EEA. IP anonymisation enabled. Data collected includes pages visited, referral sources, browser type, 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 United Kingdom, transfers are made under Standard Contractual Clauses and the UK's International Data Transfer Addendum.

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) UK GDPR) — responding to contact form enquiries from business customers and prospects, given the B2B nature of this website.

Consent (Article 6(1)(a) UK 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) UK GDPR) — anonymised analytics data used to improve website performance and content.

4. How we use your personal data

- Respond to contact form enquiries
- Send our newsletter to confirmed subscribers
- Analyse website usage and performance
- 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 for tasks such as drafting correspondence, preparing documents, and analysing information. Claude is used strictly internally and is not deployed as a customer-facing tool; visitors do not interact with Claude directly.

Where personal data from enquiries is incidentally referenced in internal use of Claude, we treat Anthropic as a data processor, in accordance with its policies at anthropic.com/privacy. We do not deliberately input personal data into AI tools beyond what is necessary.

6. How long we keep your data

Contact form enquiries: retained for 12 months, then deleted. Where an enquiry leads to an ongoing commercial relationship, relevant records may be retained for 7 years under accounting and legal obligations.

Newsletter subscribers: retained while subscribed; removed from the active list within 30 days of unsubscribing. Suppression records may be retained to prevent re-subscription without consent.

Analytics data: retained 14 months in GA4 (platform minimum); Matomo data retained 12 months.

SHARING & TRANSFERS

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 — GA4, anonymised data only, US-based (Data Privacy Framework, UK adequacy)
- Anthropic PBC — internal AI tooling, personal data referenced only incidentally
- Heliom 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, covered by Google's UK adequacy arrangements and EU-US Data Privacy Framework certification.

Anthropic PBC is US-based. Where personal data is incidentally processed through Claude, this constitutes a transfer to the United States, covered by Standard Contractual Clauses and data processing agreements. We minimise this by avoiding unnecessary input of personal data into AI tools.

Where our live chat and WhatsApp providers process personal data outside the United Kingdom, transfers are made under Standard Contractual Clauses and the UK's International Data Transfer Addendum.

9. Your rights

Under UK GDPR you have the following rights:

- Right of access
- Right to rectification
- Right to erasure
- Right to restriction
- Right to data portability
- Right to object
- Right to withdraw consent

To exercise any of these rights, contact privacy@check-flex.co.uk. We will respond within one calendar month. You also have the right to lodge a complaint with the ICO at ico.org.uk or by calling 0303 123 1113.

10. Cookies

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

Analytics cookies — set by Google Analytics 4 and Matomo to collect anonymised usage data. 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.

SECURITY, SCOPE & CONTACT

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 ICO within 72 hours as required by UK 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@check-flex.co.uk 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

Check-Flex Limited
Email: privacy@check-flex.co.uk
71-75 Shelton Street, London, WC2H 9JQ, England

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