

# Privacy Policy

Last Updated: 23.02.2026

## 1. Introduction

This Privacy Policy explains how **Synthetic Respondents Ltd** ("Synthetic Respondents", "we", "us", "our") collects, uses, and protects personal data when you use our website and AI research platform (the "Service").

### **Synthetic Respondents Ltd**

Company Number: 16867861

Registered in England and Wales

Registered Office: Crown House, 27 Old Gloucester Street, London WC1N 3AX, United Kingdom

Email: [hello@synthetic-respondents.com](mailto:hello@synthetic-respondents.com)

For the purposes of UK data protection law:

- We act as a **Data Controller** for account, website, billing, and marketing data.
- We act as a **Data Processor** for Customer Data processed on behalf of business customers through the Service.

This Service is intended for business users.

## 2. Information We Collect

### **A. Account and Business Information**

We may collect:

- Name
- Business email address
- Company name
- Job title

- Account login credentials
- Billing contact information

Payment card information is processed directly by **Stripe** and is not stored by us.

## B. Usage and Technical Information

We automatically collect certain technical data, including:

- IP address
- Browser type
- Device information
- Log files
- Feature usage and interaction data
- Research activity within the platform

## C. Customer Data

We process data you upload or input into the Service, including research questions, materials, files, and study inputs ("Customer Data").

You are responsible for ensuring that:

- You have the lawful right to upload any personal data;
- Any personal data of third parties complies with applicable data protection laws, including UK GDPR.

We do not intentionally collect special category personal data through the Service.

## 3. Legal Bases for Processing

We process personal data on the following legal bases:

- **Contractual necessity** — to provide the Service under our Terms of Service.

- **Legitimate interests** — to operate, improve, and secure the Service.
- **Consent** — for marketing communications and non-essential cookies.
- **Legal obligation** — where required by law.

## 4. How We Use Personal Data

We use personal data to:

- Provide and maintain the Service
- Generate AI-based research outputs
- Process subscriptions and payments
- Provide customer support
- Improve platform performance and security
- Monitor usage and prevent fraud
- Comply with legal obligations

We may use aggregated and anonymised data for analytics and product improvement.

## 5. Use of Customer Data for Service Improvement

We may use Customer Data in aggregated and anonymised form to improve, develop, and enhance the Service and its underlying AI models.

Such processing does not identify you, your organisation, or any individual.

We do not use identifiable Customer Data for cross-customer model training.

We do not sell Customer Data.

## 6. Enterprise Customers

Where a customer enters into a separate Enterprise agreement involving custom or dedicated model instances, Customer Data will not be used for general model improvement unless explicitly agreed in writing.

## 7. Data Sharing

We may share personal data with:

### Service Providers

Including but not limited to:

- Stripe (payment processing)
- Cloud hosting providers
- Analytics providers
- CRM systems
- Customer support platforms

All service providers process data under contractual safeguards.

### Legal Requirements

Where required by law or necessary to protect our legal rights.

### Business Transfers

In connection with a merger, acquisition, or sale of assets.

We do not sell personal data.

## 8. International Data Transfers

Personal data may be transferred outside the United Kingdom or EEA, including to the United States.

Where this occurs, we rely on appropriate safeguards, including:

- Standard Contractual Clauses
- UK Addendum
- Adequacy decisions

## 9. Data Retention

We retain account and business data for as long as your account remains active.

After account deletion:

- Customer Data is retained for **30 days** for recovery purposes.
- After 30 days, Customer Data is permanently deleted or anonymised, unless retention is required by law.

Billing and accounting records may be retained for up to 6 years in accordance with UK legal requirements.

## 10. Your Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Rectify inaccurate data
- Request erasure
- Restrict processing
- Data portability
- Object to processing
- Withdraw consent (where applicable)

To exercise your rights, contact: [hello@synthetic-respondents.com](mailto:hello@synthetic-respondents.com)

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO).

## **11. Security**

We implement appropriate technical and organisational measures to protect personal data. However, no system can guarantee absolute security.

## **12. Automated Processing**

The Service generates AI-based research outputs using statistical models and simulated respondents. These outputs are intended for decision-support purposes only and do not constitute automated decision-making producing legal or similarly significant effects under UK GDPR.

## **13. Changes to This Policy**

We may update this Privacy Policy from time to time. Material changes will be communicated via the website or by email where appropriate.