



Privacy Policy: Innovail Ltd

Effective Date: 01/01/2026

1. Introduction

Innovail Ltd ("we," "us," "our") is committed to protecting your personal data. This Privacy Policy explains how we collect, use, and safeguard your information in accordance with UK GDPR, the Data Protection Act 2018, the Data (Use and Access) Act 2025 (DUAA), and ICO guidelines.

2. Data Controller Information

Innovail Ltd is the Data Controller of your personal data. Contact us at privacy@innovail.co.uk. Registered Address: Poll Pri, Currian Road, Nanpean, Cornwall, PL26 7YB. ICO Registration Number: ZB865407.

3. What Personal Data We Collect

Identity Data, Contact Data, Financial Data, Technical Data, Marketing Preferences.

4. How We Collect Personal Data

Direct interactions, service engagements (data analysis, automation, assurance, AI), website visits.

5. How We Use Your Data

To provide performance, strategy & transformation services, comply with UK GDPR and DUAA, communicate with you, improve services, and marketing (with consent).



6. Legal Basis for Processing Data

Contractual necessity, legal obligation, legitimate interest, consent.

7. Additional Compliance under DUAA 2025 and DPIA

Innovail Ltd complies with DUAA 2025 and DPIA requirements. We ensure safeguards for automated decision-making, including human review and challenge rights. Subject Access Requests follow updated DUAA timelines with 'stop-the-clock' provisions. Legitimate interests recognized under DUAA are applied responsibly. Cookie rules align with DUAA and PECR updates, allowing certain low-risk cookies without consent. For high-risk processing, DPIAs are conducted to assess and mitigate risks, documented and reviewed regularly.

8. Data Sharing & Third Parties

We do not sell data. May share with regulatory authorities, service providers, legal advisors.

9. Data Retention

Service-related records: 6 years, marketing data until consent withdrawn, inquiries: 12 months.

10. Cookies & Website Tracking

Essential, analytical, and marketing cookies (consent required).

11. Your Rights Under UK GDPR

Access, rectification, deletion, restriction, portability, objection, withdraw consent.



12. Use of AI

Innovail uses Microsoft 365 Copilot exclusively for AI-assisted service delivery. Copilot functions entirely within your Microsoft 365 tenant, leveraging Microsoft's security and compliance framework. Your data is never used to train AI models and remains subject to strict access controls, encryption, and audit logging. If Innovail adopts additional Microsoft AI technologies in the future, they will be used solely for service delivery and will not process client data for model training without explicit consent.

13. Data Security

Encrypted storage, secure passwords, limited access, audits.

14. Complaints & ICO Contact

Contact privacy@innovail.co.uk or ICO (<https://ico.org.uk>, 0303 123 1113).