



## Privacy Notice

# Free Compliance Checker

**Last updated:** 28/01/2026

This privacy notice explains how CompliancePigeon Limited (“we”, “us”, “our”) collects and uses personal data when you use our free online compliance checker tool (the “Tool”).

We are committed to protecting your personal data and complying with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

## 1. Who we are

**Controller:**

Compliance Direct Solutions Ltd trading as CompliancePigeon

**Registered address:**

765A Halifax Road, Rochdale, OL12 9QD

**Contact email:**

[privacy@compliancepigeon.com](mailto:privacy@compliancepigeon.com)

**Telephone:**

0330 124 5760

If you have any questions about this notice or how we use your data, you can contact us using the details above.

## **2. What the compliance checker tool does**

The Tool allows businesses to:

- Answer 20 multiple-choice questions
- Receive:
  - A compliance report
  - A score
  - Practical recommendations based on their responses

The Tool is free to use and intended for business users.

## **3. Personal data we collect**

When you complete the questionnaire, we collect the following personal data:

### **Information you actively provide**

- Full name
- Business email address
- Telephone number
- Company name

### **Information generated by the Tool**

- Your questionnaire responses
- Your compliance score
- The generated report and recommendations

We do not collect special category data (such as health or criminal records data)

## 4. How we use your personal data

We use your personal data for the following purposes:

Purpose	Description
Provide the Tool	To generate and deliver your compliance report, score, and recommendations
Communicate with you	To send your results and respond to any follow-up queries
Improve the Tool	To analyse anonymised usage data and improve functionality
Business development (where permitted)	To contact you about related services only where allowed by law

## 5. Lawful bases for processing (UK GDPR)

Under UK GDPR, we must have a lawful basis to use your personal data. We rely on the following:

### a) Performance of a contract (Article 6(1)(b))

Processing is necessary to:

- Provide the compliance checker tool
- Generate and deliver your report and score

### b) Legitimate interests (Article 6(1)(f))

We may process limited personal data to:

- Improve the Tool
- Understand business demand

We have balanced these interests against your rights and freedoms.

### c) Consent (Article 6(1)(a)) – marketing only

Where we send marketing or promotional communications, we will:

- Only do so where required consent has been obtained, or
- Rely on the PECR “soft opt-in” where applicable (B2B context)

You can withdraw consent at any time.

## 6. PECR and marketing communications

We comply with the Privacy and Electronic Communications Regulations (PECR).

- We will not send unsolicited marketing emails or SMS to individuals unless permitted under PECR.
- Any marketing emails will include a clear unsubscribe option.
- You can opt out of marketing at any time by:
  - Clicking the unsubscribe link, or
  - Contacting us at [privacy@compliancepigeon.com](mailto:privacy@compliancepigeon.com)

Completion of the Tool does not automatically mean you will receive marketing.

## 7. How long we keep your data

We keep personal data only for as long as necessary:

- Questionnaire responses and reports: up to 12 months
- Contact details:
  - For Tool delivery and support: as long as reasonably necessary
  - For marketing (if applicable): until you opt out or withdraw consent

We may retain anonymised data for statistical and analytical purposes.

## 8. Who we share your data with

We do not sell your personal data.

We may share data with:

- IT and hosting providers
- Email delivery providers
- Analytics providers (using anonymised or aggregated data where possible)

All third parties are required to:

- Keep your data secure
- Use it only on our instructions

## **9. International transfers**

We do not transfer your personal data outside the UK unless:

- Appropriate safeguards are in place (e.g. UK GDPR-approved mechanisms)

If transfers occur, details are available on request.

## **10. How we protect your data**

We use appropriate technical and organisational measures, including:

- Secure servers
- Access controls
- Encryption where appropriate

## **11. Your data protection rights**

Under UK GDPR, you have the right to:

- Access your personal data
- Rectify inaccurate data
- Request erasure (“right to be forgotten”)
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent (where processing is based on consent)

To exercise your rights, contact: [privacy@compliancepigeon.com](mailto:privacy@compliancepigeon.com)

## **12. Complaints**

If you are unhappy with how we handle your personal data, you have the right to complain to the Information Commissioner's Office (ICO):

ICO website: <https://ico.org.uk>

Telephone: 0303 123 1113

We encourage you to contact us first so we can try to resolve your concern.

## **13. Changes to this notice**

We may update this privacy notice from time to time.

The latest version will always be available on our website.