

Data Handling

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This page explains, in plain English, how CONVERTVIBE LTD ("ConvertVibe", "we", "us" or "our") handles the information connected to the enquiries we manage on behalf of our business clients. It is a companion to our Privacy Policy, which sets out the full legal detail.

1. What this page covers

Businesses receive enquiries every day - through their websites, phones, advertising and referrals. ConvertVibe's job is to make sure those enquiries are answered quickly, properly qualified and carefully tracked, and that genuine opportunities get back to the business that received them. This page describes what happens to the information involved along the way.

2. The journey of an enquiry

1. Enquiry received

A customer enquiry arrives through the business's existing channels. The business generates its own enquiries - ConvertVibe does not generate enquiries or leads.

2. Fast response

ConvertVibe responds promptly on the business's behalf, acknowledging the enquiry and opening a conversation with the customer.

3. Qualification

We ask relevant questions to establish what the customer needs - such as the service required, location and urgency - and assess the enquiry against criteria relevant to the client's business.

4. Tracking

The enquiry, communications, contact attempts and status are recorded and followed up where appropriate, so nothing is lost or forgotten.

5. Opportunity passed back

Genuine, qualified opportunities - with the relevant details and history - are passed back to the business the enquiry belongs to.

3. What information may be involved

- ? Contact details, such as name, telephone number and email address.
- ? Address, postcode or general location where relevant to the enquiry.
- ? What the customer is enquiring about, including the service, product or assistance needed.
- ? The nature and urgency of the enquiry.
- ? Records of communications, contact attempts, follow-ups and the status of the enquiry.
- ? Qualification notes relevant to the customer's requirements.

? Where the enquiry originally came from.

4. Where information comes from

Information comes directly from the person making the enquiry - through a form, our custom-built chatbot, email or telephone - or from the business client whose existing enquiry channel received it. Where we receive information from or on behalf of a client, we process it on that client's documented instructions.

5. The systems it lives in

Enquiry information is processed using systems that support the delivery of our service. Our current operational setup includes:

- ? HubSpot - customer relationship and enquiry records.
- ? Email systems - communications with customers and clients.
- ? Our custom-built website chatbot - receiving and responding to enquiries.
- ? Hosting, infrastructure and security providers - operating and protecting the website and service.

Where a supplier processes personal information on our behalf, we put appropriate data-protection and contractual arrangements in place.

6. Who is responsible for it

When a business contacts ConvertVibe about our own services, ConvertVibe is generally the data controller for that information. When we handle an enquiry on behalf of a business client, the client is generally the data controller and ConvertVibe acts as its data processor, following the client's documented instructions. The business the enquiry relates to remains responsible for its own privacy obligations.

7. How we protect it

We use appropriate technical and organisational measures designed to protect personal information against unauthorised access, alteration, disclosure, loss or destruction. Access is limited to people and service providers who need it for legitimate purposes, and we review our safeguards as the service develops. No internet-based service can be guaranteed to be completely secure, but protecting the information entrusted to us is central to how the service is run.

8. How long we keep it

Information is kept only for as long as is reasonably necessary - to deliver the service, follow up enquiries, meet legal, accounting and record-keeping requirements, and establish or defend legal claims where needed. Where we process information solely on a client's behalf, retention and deletion also follow our agreement with that client and its lawful instructions.

9. Who it is shared with

Enquiry information is shared with the business the enquiry relates to - that is the point of the service. It may also be processed by the technology and service providers described above, and disclosed to professional advisers or authorities where the law requires or permits it. We never sell personal information.

10. Your rights and choices

You may have rights over your personal information - including access, correction, erasure, restriction, objection and portability, depending on the circumstances. Where we handle your information on behalf of a client, we may refer your request to that client or assist them in responding. To exercise any right, email info@convertvibe.io and we will help.

Read the full Privacy Policy: <https://convertvibe.io/privacy>

11. Contact us

Questions about how we handle information are always welcome:

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