

Privacy Policy

Last updated: 31 August 2026

CONVERTVIBE LTD ("ConvertVibe", "we", "us" or "our") respects your privacy and is committed to protecting personal information. This Privacy Policy explains how personal information may be collected, used, stored and shared when you visit our website, contact us, use our services, or interact with ConvertVibe while we are handling an enquiry on behalf of one of our business clients.

1. Who we are

ConvertVibe provides enquiry response, qualification, follow-up and tracking services for businesses. Our clients generate their own enquiries through their existing channels. ConvertVibe may then respond to those enquiries, establish what the customer requires, collect relevant information, qualify and track the enquiry, and pass genuine opportunities back to the relevant client.

For data protection purposes, our role depends on the processing activity. Where we collect and use personal information for our own business purposes - for example, when a business contacts ConvertVibe directly about our services - CONVERTVIBE LTD will generally act as the data controller. Where we handle an enquiry on behalf of a business client and process personal information on that client's documented instructions, the client will generally act as the data controller and ConvertVibe will generally act as its data processor.

Legal company name	CONVERTVIBE LTD
Company number	14487718
Registered office	Izabella House, 24-26 Regent Place, Birmingham, B1 3NJ
Email	info@convertvibe.io

2. Personal information we may process

Depending on how you interact with us or one of our clients, we may process personal information including:

- ? Name and contact details, including telephone number and email address.
- ? Address, postcode or general location where relevant to the enquiry.
- ? Information about the service, job, product or assistance you are enquiring about.
- ? Details you provide through a website form, our custom-built chatbot, email, telephone or other communication.
- ? Information about the nature and urgency of an enquiry.
- ? Communication records, contact attempts, follow-up activity and enquiry status.
- ? Qualification information and notes relevant to understanding the customer's requirements.
- ? Information about the source of an enquiry.
- ? Technical website information where collected, such as IP address, browser, device and cookie-related information.
- ? Any other personal information you voluntarily provide that is relevant to the enquiry or our business

relationship.

We aim to collect only information that is relevant to the purpose for which it is being processed. Please avoid providing unnecessary sensitive or special category personal information through general website forms or chatbot conversations.

3. Where we obtain personal information

We may obtain personal information directly from you, through the ConvertVibe website, through our custom-built chatbot, by email, or from a business client whose existing enquiry channel has received your enquiry. Client enquiry sources may include the client's own website forms, telephone enquiries, messaging channels, advertising or marketplace sources, referrals, or other channels used by that client.

Where we receive information from a client or a source connected to that client, we may process it on the client's behalf.

4. How we use personal information

- ? To receive, acknowledge and respond to enquiries.
- ? To contact a person about an enquiry they have made.
- ? To establish what the customer requires and ask relevant qualification questions.
- ? To record and organise relevant enquiry information.
- ? To assess or categorise an enquiry against criteria relevant to the client's business.
- ? To follow up an enquiry where appropriate.
- ? To track the progress and status of an enquiry.
- ? To pass relevant information and genuine opportunities back to the business to which the enquiry relates.
- ? To maintain records of communications and actions taken in relation to an enquiry.
- ? To operate, maintain, secure and improve our website and services.
- ? To respond to businesses interested in ConvertVibe and manage client or prospective-client relationships.
- ? To prevent misuse, fraud or unlawful activity and protect our systems.
- ? To comply with legal, regulatory, accounting or other legitimate business obligations.
- ? To establish, exercise or defend legal claims where necessary.

We do not sell personal information.

5. Lawful bases

Where ConvertVibe acts as a data controller, the lawful basis we rely on will depend on the purpose of the processing. This may include contract, legitimate interests, legal obligation and, where appropriate, consent. Where we rely on legitimate interests, those interests may include operating and improving our services, responding to business enquiries, maintaining appropriate business records, protecting our systems and managing business relationships, provided those interests are not overridden by the rights and interests of the individual.

Where ConvertVibe acts solely as a processor for a client, the client is responsible for determining the appropriate lawful basis and ConvertVibe processes the relevant information on the client's documented instructions, subject to applicable law.

6. Enquiries handled for our clients

If you make an enquiry with one of our clients, ConvertVibe may contact or interact with you on that client's behalf. This may include responding to your original enquiry, asking what you require, recording relevant details, following up, categorising or qualifying the enquiry using criteria relevant to the client's business, tracking its progress and returning the information and outcome to the relevant client.

ConvertVibe does not claim to have generated the original enquiry. We help the relevant business manage and respond to an enquiry that it has received. The relevant business remains responsible for its own privacy obligations where it acts as the data controller.

7. Our custom-built chatbot and qualification

Our website may use a custom-built chatbot to receive and respond to enquiries, ask relevant questions, capture information and support the qualification and tracking process. Technology and predefined criteria may assist with organising or categorising enquiries. For example, the service required, location, urgency or other information supplied may be used to help determine how an enquiry should be handled.

We do not intend the chatbot to make solely automated decisions that produce legal or similarly significant effects on individuals. If our use of automated decision-making changes materially, we will review this Privacy Policy and our data-protection obligations before introducing that processing.

8. Systems and service providers

Personal information may be processed using systems that support the delivery of ConvertVibe's service. Our current operational setup includes HubSpot for customer relationship and enquiry records, email systems for communications, and our custom-built website chatbot. We may also use hosting, infrastructure, security and other technical service providers required to operate the website and service.

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

9. Who we may share personal information with

- ? The business to which your enquiry relates.
- ? Technology, hosting, infrastructure, CRM, email and communications providers used to operate our service.
- ? Professional advisers such as accountants, solicitors or insurers where necessary.
- ? Government bodies, regulators, courts, law-enforcement agencies or other authorities where disclosure is required or permitted by law.
- ? A genuine purchaser, investor or successor organisation in connection with a corporate transaction, subject to appropriate safeguards.

We only share personal information where there is a legitimate reason to do so and in accordance with applicable data-protection law.

10. International transfers

Some technology or service providers may process or store personal information outside the United Kingdom. Where a restricted international transfer takes place, we will take appropriate steps to ensure the transfer is lawful and that an appropriate transfer mechanism or safeguard is used where required by UK data-protection law. You may contact us at info@convertvibe.io if you would like further information about applicable international-transfer safeguards.

11. How long we keep personal information

We keep personal information only for as long as is reasonably necessary for the purpose for which it was collected or processed, including to provide the relevant service and meet legal, regulatory, accounting, security and legitimate record-keeping requirements. When deciding how long to retain information, we consider the nature of the information, the purpose of the enquiry, whether an ongoing business or client relationship exists, the client's lawful instructions where we act as a processor, relevant legal requirements, and whether information may be needed to establish, exercise or defend legal claims.

Where ConvertVibe processes personal information solely on behalf of a client, retention and deletion will also be governed by our agreement with that client and its lawful instructions.

12. Security

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

13. Your data-protection rights

Depending on the circumstances and the lawful basis being used, you may have rights to request access to your personal information, correct inaccurate information, request erasure, request restriction of processing, object to certain processing, request data portability where applicable, and withdraw consent where processing is based on consent.

Your right to object: Where we rely on legitimate interests, you may have the right to object to that processing. You also have the right to object to the use of your personal information for direct marketing at any time. These rights are not absolute and may depend on the circumstances.

Where ConvertVibe is processing your information solely on behalf of a client, we may refer your request to, or assist, the relevant client as data controller. To exercise a data-protection right, email info@convertvibe.io. We may need to verify your identity before completing certain requests.

14. Marketing communications

Where ConvertVibe sends direct marketing communications, we will do so in accordance with applicable data-protection and electronic-communications law. Where consent is required, we will seek an appropriate positive indication of consent. You can ask us to stop direct marketing at any time by using any unsubscribe facility provided or by emailing info@convertvibe.io. We may retain limited suppression information where necessary to ensure that your marketing preference continues to be respected.

15. Cookies and similar technologies

Our website may use cookies or similar technologies that are necessary for the site to function and may use additional technologies for analytics or other purposes. Where consent is legally required for non-essential cookies or similar technologies, they should not be activated until the user has made an appropriate choice. Users should be given a clear way to accept or reject non-essential cookies and to change their preferences. Further details of the cookies actually used on ConvertVibe.io should be provided in a separate Cookie Policy or cookie-settings interface and kept up to date with the live website configuration.

Read our Cookie Policy: <https://convertvibe.io/cookies>

16. Third-party websites

Our website may contain links to websites or services operated by third parties. Independent third parties are responsible for their own privacy practices. You should review their privacy information before providing personal information to them.

17. Children's information

ConvertVibe's services are intended primarily for businesses and people making genuine enquiries with those businesses. Our services are not designed to collect children's personal information for marketing purposes. If we become aware that children's personal information is being processed in circumstances requiring additional protections, we will take appropriate steps in accordance with applicable law.

18. Changes to this Privacy Policy

We may update this Privacy Policy as our business, services, technology, suppliers or legal obligations change. The latest version will be published on our website and the 'Last updated' date will be amended.

19. Complaints

If you have concerns about how we have handled your personal information, please contact us first at info@convertvibe.io so that we can investigate. You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data-protection regulator.

20. Contact us

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