

DAIVID Website Privacy Notice

8 October 2026

Last updated: 8th October 2026

This privacy notice explains how DAIVID collects and uses personal data when you visit our website, request a demo, contact us or communicate with us about our services. It also explains your choices and privacy rights.

1 Who we are and how to contact us

DAIVID Ltd (DAIVID, we, us or our) is the controller of the personal data covered by this notice. This means that we decide why and how it is used.

Postal address: 66 Paul Street, London, EC2A 4NA

Email: dataprivacy@daivid.co

For the attention of: Data Protection Lead

We process personal data under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, as amended. Where relevant processing falls within its scope, the EU General Data Protection Regulation (EU GDPR) also applies.

2 What this notice covers

This notice covers our public website at www.daivid.co, website forms and related sales and business communications. It covers the personal contact details and messages you provide when arranging or discussing a demo.

Use of our platform, API or other services, and personal data contained in creative assets or collected in research studies, may involve different processing. Those activities are covered by the relevant service or research privacy information. Where we process personal data on a client's instructions, the client's privacy notice and our data processing agreement govern that activity. We will provide the relevant information before asking you to submit personal data for an activity outside this notice.

3 The personal data we collect

- Contact and professional details, such as your name, work email address, telephone number, employer, job title and country, where you provide them.
- Enquiry and demo information, such as your message, business requirements, meeting arrangements and correspondence with us.
- Marketing preferences, including subscriptions, consent records and requests to stop receiving marketing.
- Technical data, such as your IP address, browser and device information and website security logs, to the extent received by our website host when your browser connects to the website. This does not involve cookies.

We obtain this information directly from you, automatically when you use our website or from someone at your organisation who contacts us on your behalf. Providers that operate our forms, meeting booking tools and website may collect it on our behalf.

Please do not include sensitive personal data, such as health information, in a demo request or contact form. If a demo involves uploading creative assets containing personal data, we will explain the relevant processing and submission requirements separately.

4 Why we use personal data

We use personal data for the purposes below. Where we rely on legitimate interests, we assess whether those interests are outweighed by your rights and interests.

Purpose	Lawful basis
Respond to enquiries, arrange demos and discuss your organisation's requirements.	Legitimate interests in responding to requests and developing business relationships. If you personally seek to enter a contract with us, necessary steps at your request before entering that contract.
Manage business contact relationships, correspondence and related records.	Legitimate interests in administering our business and maintaining accurate relationship records.
Send relevant news, research, invitations and service updates that constitute marketing.	Consent where required. Otherwise, legitimate interests in promoting relevant services to business contacts where applicable marketing law permits this.
Operate and protect the website, diagnose faults and prevent misuse.	Legitimate interests in providing a reliable and secure website and protecting our systems and users.
Meet legal obligations and manage legal claims.	Legal obligation where a specific law requires the processing. Otherwise, legitimate interests in establishing, exercising or defending legal claims.

Providing information through our website is generally voluntary. Fields marked as required are needed to handle the relevant request. If you do not provide them, we may be unable to respond or arrange a demo. Sending a demo request does not require you to agree to unrelated marketing.

5 Cookies

We do not use cookies on our public website or for research activities.

6 Marketing and your right to object

You have the right to object at any time to the use of your personal data for direct marketing, including any related profiling. We will stop that use when you object.

You can unsubscribe using the link in a marketing email or contact us using the details in section 1. Where we rely on consent, you can withdraw it at any time. Withdrawal does not affect the lawfulness of processing before withdrawal.

We obtain consent where applicable electronic marketing law requires it. In the UK, different rules apply to corporate business addresses and to individuals, sole traders and some partnerships. We apply the relevant rules for the recipient and jurisdiction.

We may retain a limited record of your objection or unsubscribe request so that we can respect your choice. We may still send non-marketing communications needed to respond to a request you make.

7 Who receives personal data

Personal data is accessible to authorised DAVID personnel who need it for their work. We may also disclose relevant personal data to:

- Website hosting, IT support, security and infrastructure providers.
- Providers of contact forms, demo booking tools, customer relationship management systems, email and communications services.
- Professional advisers, including legal advisers, accountants and insurers, where needed for their work.
- Regulators, public authorities or other parties where disclosure is legally required or necessary to establish, exercise or defend legal claims.
- A prospective buyer and its advisers if we consider a business sale, merger or restructuring, subject to appropriate confidentiality and data protection safeguards.

Providers acting on our behalf are subject to appropriate contractual terms and instructions. Some recipients may act as independent controllers for their own legally permitted purposes.

8 How long we keep personal data

We keep personal data only for as long as needed for the relevant purpose. We determine retention using the following criteria:

- For enquiries and demo requests: the time needed to answer your request, complete relevant follow-up and maintain a current business relationship. We review inactive records and remove information that is no longer needed.
- For marketing records: whether you remain subscribed or there is a continuing, lawful business reason to contact you. We keep a minimal suppression record where needed to honour an objection.
- For technical logs: the period needed to identify security incidents and resolve faults.
- For legal and compliance records: applicable statutory requirements and the time reasonably needed to deal with a complaint or legal claim.

Where more than one purpose applies, we retain only the information needed for the remaining purpose. At the end of the relevant period, we delete or anonymise the data. Backup copies are removed through the relevant backup cycle and are protected while retained.

9 How we protect personal data

We use appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse and disclosure. Access is limited according to work responsibilities. No website or method of transmission can be guaranteed completely secure.

10 Your privacy rights

Depending on the applicable law, our lawful basis and the circumstances, you may have the right to:

- Request access to your personal data and information about how we use it.
- Ask us to correct inaccurate or incomplete personal data.
- Ask us to erase personal data or restrict its use.

- Object to processing based on legitimate interests on grounds relating to your particular situation. Your separate right to object to direct marketing is explained in section 6.
- Receive certain personal data in a structured, commonly used and machine-readable format and ask for it to be transferred to another controller where the portability right applies.
- Withdraw consent at any time where we rely on it.

Contact us using the details in section 1 to exercise a right. We may request proportionate information to verify your identity. We respond within the period required by applicable law. Requests are normally free of charge, subject to the exceptions permitted by law. If a right does not apply or an exception prevents us from meeting a request, we will explain why.

We do not use personal data covered by this notice to make decisions based solely on automated processing that produce legal or similarly significant effects on individuals.

If you are a US resident, additional rights may apply under your state's privacy law where that law applies to our processing. Contact us using the details in section 1.

11 Complaints

If you are concerned about how we use your personal data, please contact our Data Protection Lead using the details in section 1. You can also complain directly to the UK Information Commissioner's Office (ICO) at <https://ico.org.uk/make-a-complaint/>. You do not have to contact us first.

Where EU GDPR applies, you may also complain to the relevant supervisory authority, including in the EEA country where you live or work or where the alleged infringement occurred. A directory of authorities is available at https://www.edpb.europa.eu/about-edpb/about-edpb/members_en.

12 Changes to this notice

We may update this notice to reflect changes in our practices or legal requirements. The date at the beginning shows when it was last updated. Where required, we will bring material changes to your attention. If we propose to use your personal data for a new purpose, we will provide the required information before doing so.