

**Last updated: 23/05/2025**

This Privacy Policy explains how we collect, use, and protect your information when you visit our website or interact with our services.

## **1. Who We Are**

ApplyAI (“we”, “our”, or “us”) is committed to protecting your privacy and ensuring that your personal data is handled safely and responsibly.

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## **2. What Information We Collect**

We may collect and process the following types of personal data:

- Contact information: name, email address, phone number.
- Technical data: IP address, browser type, operating system, and browsing behaviour.
- Usage data: how you use our website or services.
- Communication data: any messages or emails you send us.

We do not collect sensitive personal data unless explicitly provided by you for a specific purpose.

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## **3. How We Collect Your Information**

We collect information in the following ways:

- Directly from you when you fill out forms, sign up to our services, or contact us.
  - Automatically through cookies and similar technologies when you browse our website.
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## **4. How We Use Your Information**

We use your information to:

- Provide and improve our services.
- Respond to your enquiries.
- Send relevant updates and marketing communications (if you opt in).
- Monitor website usage and improve user experience.
- Comply with legal obligations.



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## 5. Legal Basis for Processing

We process your data under the following legal bases:

- Your consent.
- Our legitimate interests (e.g. to provide and improve services).
- Contractual necessity.
- Compliance with legal obligations.

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## 6. Sharing Your Data

We do not sell your personal data. We may share it with trusted third-party service providers (e.g. email platforms, web hosts) who support our operations, under strict confidentiality agreements.

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## 7. Data Storage & Security

Your data is stored securely, and we take appropriate measures to prevent unauthorised access, disclosure, or loss. We only retain data for as long as necessary to fulfil the purposes outlined in this policy.

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## 8. Your Rights

Depending on your location, you may have the right to:

- Access the personal data we hold about you.
- Request correction or deletion of your data.
- Object to or restrict processing.
- Withdraw consent (if applicable).
- Lodge a complaint with a data protection authority.

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## 9. Cookies



We use cookies to enhance your experience on our website. You can adjust your browser settings to decline cookies if you prefer.

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## 10. Third-Party Links

Our website may contain links to other websites. We are not responsible for their privacy practices and encourage you to read their privacy policies.

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## 11. Updates to This Policy

We may update this Privacy Policy from time to time. The latest version will always be posted on our website with the date of the update.

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## 12. Contact Us

If you have any questions about this Privacy Policy or your data, you can contact us at:

ApplyAI Ltd.

Email: [info@applyai.org.uk](mailto:info@applyai.org.uk)

Address: 124 City Road, London EC1V 2NX

