TRILOGY RESEARCH

Your questions, answered

Version 1.0
29 October 2026

CONTACT

Privacy	privacy@trilogyresearch.co.uk
General	hello@trilogyresearch.co.uk
Phone	+44 (0) 345 33 12345

Trilogy Research Limited · Registered in England and Wales No. 14632667 · VAT GB446142800

Plain answers to the questions people ask Trilogy Research about their data. "We" means Trilogy Research Limited, whichever of our brand names or websites you dealt with. If your question isn't here, email privacy@trilogyresearch.co.uk and a real person will reply.

If you've heard from us

Why have I received an email from you?

Because we believed our work could be of real value to your organisation, or because someone introduced us. Trilogy Research approaches organisations selectively and individually; every email is written for the organisation it goes to. If you'd rather we hadn't, simply reply "stop" and we will not contact you again.

Where did you get my details?

One of three ways. Someone may have introduced us, in which case our email says who. We may have found your details in public sources, such as your organisation's own website and publications, Companies House and other official registers, news and professional publications, or adverts your organisation has published. Or you may have given them to us yourself, at a meeting or an event. We keep a note of how your details reached us; ask, and we will tell you.

Are you allowed to email me without asking first?

Yes, and we take the limits seriously. UK law allows business-to-business email to companies, LLPs and incorporated charities without prior consent, provided the sender says who it is and makes it easy to stop. We write only to organisations of that kind, after checking the official register, and only where we have a genuine reason to believe our work could help. We have assessed and recorded why this is fair to you, and you can object at any time.

How do I opt out?

Simply reply "stop", use the unsubscribe link, or email privacy@trilogyresearch.co.uk. Any of these works, and it covers all our brand names. We then keep only your email address or phone number, when and how you asked, and which brand was involved, so that we do not write to you again.

What if I don't reply?

We may follow up, because a first email rarely arrives at the right moment, and each one is written to be useful in its own right. We write no more than four times a year across all our brands, and we stop the moment you reply. If we still haven't heard from you, we take it that our work isn't what your organisation needs right now: we keep only your email address, so that we do not write again, and delete everything else within twelve months of our last email.

Do you track whether I open your emails?

No. Our emails are plain text, with no tracking pixels and no tracked links. The only thing we record is an unsubscribe, so that we honour it.

What information do you hold about me?

It depends on how we came to know each other. If we found you: your name, job title and work email address; your role and professional background, including what you have published professionally; and

your organisation's public activity, such as news, announcements and adverts. If you contacted us, filled in a form, took one of our assessments or spoke with one of our AI agents: what you chose to share with us, your answers and, where you were told, a recording or transcript. If you are a client: what we need to deliver our services and invoice you. Nothing about your private life, and nothing from personal social media. Everything we hold serves one purpose: to understand your organisation well enough to be useful to it, and to do our work for you properly.

How long do you keep my information?

No longer than we need to, and the privacy notice lists every period. In short: if we gathered your details ourselves and haven't written to you within a month, we delete them. If we have written, we keep them for twelve months after our last email, unless a conversation follows. Conversations, enquiries and assessments are kept for 24 months after our last contact, and client records for six years after our work together ends, as tax law requires. If you ask us to stop, we keep only your email address and the date, for as long as we do any marketing, so that we do not contact you again.

Can I see what you hold, correct it, or have it deleted?

Yes, free of charge, wherever you live. Email privacy@trilogyresearch.co.uk. We aim to reply well within the legal limit of one month. To protect your data, we first make sure we are dealing with you, usually by asking you to write from the email address we hold for you; we never send anyone's details to an address we cannot verify.

How do you use AI?

As a research tool, with care. Trilogy Research never uses your details to train AI models, and no decision with a legal or similar effect on you is ever made by a machine alone. Our research into how AI presents a business asks leading AI models about the organisation, never about individuals. Where an answer mentions someone, we remove the name before keeping anything, delete the raw output within seven days, and never treat what an AI said as fact about a person.

Working with Trilogy Research

Who is responsible for our data when we engage Trilogy Research?

You are, and that is how it should be: the data stays yours and you decide what it is for. Trilogy Research acts as your processor, using it only on your written instructions and only for your services. Our Data Processing Agreement sets this out and forms part of every client contract. You can read it at trilogyresearch.co.uk/legal/dpa and ask us for a signed copy.

Will our data be used for anything else?

No. Your data serves your work and nothing else: never other clients, never our own products or services, and never the training of AI models. Every AI provider we use has training on our data switched off, confirmed in its settings or in its contract with us.

Who else may see our data?

Depending on the service, a small number of carefully selected providers may process it on our behalf: for email and documents, for hosting, and for the AI models behind our agents. Each is vetted before it handles anything, bound in writing to protect your data at least as well as we must, and reviewed

regularly. You receive the named list with your agreement, and at least 30 days' notice by email before we add or replace one, with the right to object.

Where is our data kept?

Trilogy Research is a UK company and works from the UK. Some of the services we build on are based outside the UK, mainly in the United States. Those transfers are protected by UK adequacy regulations, including the UK–US data bridge, or by the UK's approved transfer agreements, and we hold the transfer risk assessment the law expects. Your sub-processor list shows each provider's location and safeguard.

Our work is confidential. How do you protect it?

By keeping the circle small and the rules strict. Access to the systems that hold your data is granted person by person, to the minimum needed, for as long as needed, and removed the day it is no longer needed; today it rests with our directors alone. Everyone who handles data for Trilogy Research, whether in our team or a specialist we bring in for your project, in the UK or elsewhere, is bound in writing to a duty of confidence before they see anything, and anyone who handles your data appears on your sub-processor list. Every account is protected by two-step sign-in, every connection is encrypted, and your data is kept in its own workspace wherever a provider allows. For the most sensitive work, we can run a service entirely on your own equipment, so the data never leaves your building. Our full security measures are published at trilogyresearch.co.uk/legal/security.

What if something goes wrong?

We work hard to make sure it doesn't: two-step sign-in on every account, encryption on every connection, access limited to the people who need it, and providers vetted before they handle anything. If, despite that, we become aware of a personal data breach affecting your data, we tell you without undue delay and within 48 hours, with what we know and what we are doing about it, and we help you with anything you need to tell people or the regulator. We require the same 48-hour notice from our providers wherever they offer it.

What happens when we stop working together?

You choose: we return your data in a standard, machine-readable format, or we delete it. Either way we then delete every copy, including backups within 90 days, unless UK law requires us to keep something, and we confirm deletion in writing on request.

Can we check any of this?

Yes, and we would rather you did. Our security measures are published at trilogyresearch.co.uk/legal/security, we complete your security questionnaires, and once a year, or after a breach, or if a regulator asks, you or an independent auditor may audit our compliance with the agreement on 30 days' notice.

We are based in the EU. Can we still work with Trilogy Research?

Yes. If your organisation is established in the European Economic Area, the EU GDPR applies to your data alongside UK law, under the same agreement, and the EU's adequacy decision for the UK covers your transfer to us.

About Trilogy Research

Who are you, exactly?

Trilogy Research Limited, a company registered in England and Wales (number 14632667), with its registered office at 2 Bedford Mews, London N2 9DF, trading under several brand names. We are registered with the Information Commission (the ICO), reference ZC228457. Full details: trilogyresearch.co.uk/legal/company.

Which documents can I read?

Our privacy notice, our Data Processing Agreement with its published annexes, our security measures, our complaints procedure and our company details are all at trilogyresearch.co.uk/legal, with dated, versioned copies to download. The sub-processor list is confidential and is given to clients with their agreement and on request.

How do I raise a concern or complain?

Simply email privacy@trilogyresearch.co.uk, call us on 0345 33 12345, or reply to any of our emails. We acknowledge every complaint promptly, usually within two working days and always within 30 days, look into it without delay, keep you informed, and tell you the outcome and our reasons. You can also complain to the Information Commission (the ICO) at any time, at ico.org.uk/make-a-complaint or on 0303 123 1113.

Do your websites use cookies?

Today our sites set no advertising or tracking cookies, and the privacy notice explains the little a site may remember on your device, such as your light or dark theme, and how to clear it. Where a campaign page or a site of ours ever needs more, such as measuring an advert, we ask for your consent first and update the privacy notice.

Will I be told if any of this changes?

Every document carries its version and date at the end, so you can always see what changed and when. If a change significantly affects how we use your data, we tell you directly wherever we can. Clients receive at least 30 days' notice before any provider that handles their data is added or replaced.

VERSION 1.0 · LAST UPDATED 25 NOVEMBER 2026