TRILOGY RESEARCH

Privacy notice

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CONTACT

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

Who is responsible for your data

Trilogy Research Limited is a company registered in England and Wales (company number 14632667), with its registered office at 2 Bedford Mews, East Finchley, London N2 9DF. In this notice, "we", "us" and "our" mean Trilogy Research Limited, whichever of our trading names you deal with.

We are the controller of your personal data, and we are registered with the Information Commission (the ICO), reference ZC228457.

This notice applies to all our trading names and to every way we collect your data: through our sites and forms, by email, by phone (including our AI agents), by message, in person or by post.

Data we handle for our clients. When a client uses our services to handle personal data, such as calls answered by a voice agent we provide, an agentic system working across their tools, or an audit of how AI presents their business, the client is the controller and we act as their processor. We use that data only on the client's documented instructions, under a written contract that complies with UK data protection law, and we bind our own suppliers to the same obligations. Any transfer outside the UK is protected by safeguards recognised under UK law. Our data processing agreement for clients, and the security measures behind it, are published at trilogyresearch.co.uk/legal. This notice does not cover that data; the client's own privacy notice does. Please direct any questions or requests to the business you dealt with. If you contact us instead, we will forward your request to them promptly and assist them in responding.

Where we provide a service that runs entirely on equipment at a client's premises, any personal data involved remains on that equipment, under the client's control.

If you have any questions about this notice or how we use your personal data, please email privacy@trilogyresearch.co.uk. We can provide this notice in another format on request.

What we collect and why

Whenever we ask for your details, sharing them is your choice, and we ask only for what we need. Without them, we may be unable to respond to you or work with you.

If you visit our sites. Our hosting and security providers process technical details, such as your IP address and browser type, to deliver our pages and protect them from misuse (our legitimate interests). They keep these logs only as long as security requires, and we never use them to identify you.

If you contact us, give us your details or sign up. We use the details you provide, whether through our sites, by email or in person, to handle your enquiry or request and to follow up with you (our legitimate interests). If you opt in, we may send you updates about our services that we believe are valuable and relevant to you, by the channels you choose (your consent).

If you take part in one of our assessments, audits or surveys. We use your answers to prepare your results and report, and to discuss them with you (our legitimate interests, or our contract with you if you have paid for it). AI tools may help us prepare them. We also combine answers from many businesses, without names or contact details, to show how you compare (our legitimate interests).

If we contact you first. Periodically and selectively, we may approach businesses where our work could make a real difference, or where someone has introduced us. To make that judgement, and to make our message relevant, we collect:

– your name, job title and work email address;

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your role and professional background, and what you have published in a professional capacity;

– your business's public activity, such as news, announcements and job adverts.

These come from sources such as your business's own website and publications, Companies House and other official registers, news and professional publications, job adverts, or a referral (we name whoever introduced us). We record where each item came from, when we wrote and any reply or opt-out, and if you ask, we will tell you exactly where your details came from.

Judging whether our work suits your business, and tailoring what we write, is what the law calls profiling for direct marketing; it never leads to a decision with a legal or similar effect on you. We do this in our legitimate interests: offering our services where they are likely to add value, and making every approach relevant.

If we have not worked together before, we write no more than four times a year across all our brands, and stop as soon as you reply. If we have not written to you within one month of collecting your details, we delete them. You can object at any time (see "Your right to object").

AI visibility analysis. To show a business how leading AI models understand and present it, we may run structured queries and analyses about the business, never including a person's name or contact details. Where results mention people, we remove names before keeping anything, delete raw outputs within seven days, and never treat AI output as fact about a person.

If you become a client. We use your details to deliver our services and invoice you (our contract with you), and to keep our accounts (our legal obligations). When you pay online, our payment provider handles your card details; we never see or store your full card number.

Calls and text messages. Our AI agents may answer when you call us. We call or text you only if you have asked us to or opted in (your consent), and our AI agents always tell you that they are AI. How often we text depends on what you opted in to. We may record conversations with our AI agents to handle your enquiry and improve our services (our legitimate interests). We never share your number, or your consent, with anyone for their own marketing. To stop calls or texts at any time, say so on a call, reply STOP to any text, or email us.

We never sell your data or use it to train AI models. Any decision with a legal or similarly significant effect on you is made by a person, never by automated means alone.

Who we share your data with

We share your data only as needed, with service providers who work for us under contract. Each must keep it secure and use it only to provide its service to us, except as set out below. They help us with:

– client records: keeping track of our conversations and work with you;
– email and documents: writing to you and keeping our working files;
– email campaigns: sending our emails, checking an address works before we write to it, and keeping the list of people who have asked us not to write;
– mailboxes: hosting the mailboxes we send from and receive replies in;
– research and analysis: studying businesses and how AI models represent them;
– websites, data storage and analytics: running our sites and apps, storing data securely and counting visits;
– AI and telephony: running our AI agents, and making and taking calls and texts;
–

video calls: meeting with you online;
– payments: taking payments securely.

Some providers also use data for their own purposes, as separate controllers:

– our payment provider, to prevent fraud;
– our hosting and network providers, to secure and improve their networks;
– our mailbox provider, to scan emails for spam and abuse, keep a coded record of addresses that unsubscribed or bounced, and improve its service.

If you ask, we will tell you the name of each organisation that has received your data. If we sell or transfer a business or brand, your data may pass to its new owner, who must use it as this notice describes. Where the law requires, we may also disclose data to public authorities.

Where a provider is based outside the UK, mainly in the United States, your data is protected by UK adequacy regulations, including the UK–US data bridge, or by the UK's approved data transfer agreements. You can ask us for a copy of these safeguards.

How long we keep your data

We keep personal data only as long as we need it, then delete it or keep it only in a form that no longer identifies you:

– if we contact you first: 12 months after our last email, unless a conversation follows; if we have not emailed you within one month of collecting your details, we delete them then;
– enquiries, details you gave us, assessments and conversations: 24 months after our last contact;
– client records: six years after our work together ends, for tax and legal purposes;
– recordings and transcripts of conversations with our AI agents: 90 days, or longer only if needed to resolve a concern;
– records of your consent: 24 months after we stop relying on it;
– assessment pages we prepare for a business: 30 days after we create them;
– if you ask us not to contact you, or do not reply to four emails from us: only your email address or phone number, when and how you told us (or that you did not reply) and which of our brands was involved, for as long as we do any marketing, so that we never contact you again.

How we protect your data

We treat what you share with us as confidential. Your data is held only in a small number of carefully vetted services, each bound by contract and reviewed regularly; our sites use encrypted connections; every account that holds your data is protected by two-step sign-in; and only the people who need your data can see it. Our full security measures are published at trilogyresearch.co.uk/legal.

Your rights

Your right to object

You can object at any time to our use of your data for marketing, including the research we do to decide whom to contact and what to write. If you object, we stop straight away, across all our trading names, and keep only your email address or phone number, when and how you

told us and which brand was involved, so that we never contact you again. Reply "stop" to any email, use the unsubscribe link, or email privacy@trilogyresearch.co.uk. You can also object to any other use of your data based on our legitimate interests; we will then stop unless we have compelling legitimate grounds to continue.

Your other rights

You can ask us, free of charge, to:

– give you a copy of your data;
– correct it;
– erase it (the right to erasure);
– restrict how we use it;
– transfer it to you or another organisation, where this right applies.

These rights apply wherever you live. Email privacy@trilogyresearch.co.uk. We aim to reply well within the legal limit of one month; for a complex request we may extend this by up to two months, and will tell you why. To protect your data, we may first ask you to confirm your identity.

Unsubscribing and consent

You can stop our emails and withdraw any consent at any time: use the unsubscribe link, reply "stop", or contact us. Unsubscribe links take effect immediately (if an email was already on its way, you may receive one more within a working day); other requests within one working day. Your choice applies to all our trading names.

If you have a concern

You have the right to complain to us about how we use your data. Email privacy@trilogyresearch.co.uk, reply to any of our emails, or write to our registered office. We will acknowledge your 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.

Cookies and your device

This site uses no cookies, analytics or tracking. Where it offers a light or dark theme, it remembers your choice on your device, solely so the site looks the way you prefer; you can remove it at any time by clearing this site's data in your browser. Our marketing and outreach emails don't track whether you open them or click their links; we record only when you use the unsubscribe link, so that we stop emailing you.

Changes to this notice

As AI and the rules governing it evolve, our commitment to you and to transparency remains constant. We keep this notice under review and update the date at the end of this notice whenever it changes. If a change significantly affects how we use your data, we will, wherever possible, tell you directly.

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