

Privacy Policy

Last updated: 11 August 2026

1. Introduction

Neospark Services LTD ("Neospark", "we", "us", or "our") is committed to protecting the privacy, confidentiality and security of personal data.

This Privacy Policy explains how we collect, use, store, disclose and protect personal data when you visit our website, contact us, book a meeting with us, or otherwise interact with our services.

We process personal data in accordance with applicable UK data protection legislation, including the UK General Data Protection Regulation ("UK GDPR"), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 ("PECR"), and other applicable data protection laws.

2. Data Controller Details

Legal name: Neospark Services LTD

Trading name: Neospark.ai

Registered business address:

C/O MJ Support
30 Churchill Place
London
United Kingdom
E14 5RE

Email: Clientfamily@Neospark.AI

Neospark Services LTD is registered with the UK Information Commissioner's Office (ICO) as a data controller under registration number **ZC087397**.

For the purposes of applicable data protection legislation, Neospark Services LTD acts as the **Data Controller** in relation to personal data that we collect and process for our own business purposes, including through this website.

3. Scope of This Privacy Policy

This Privacy Policy applies to:

- Visitors to our website

- Individuals who contact us by email
- Individuals who book meetings or consultations with us
- Prospective and existing clients and business contacts
- Individuals who interact with us in connection with our Salesforce consultancy and training services

This Privacy Policy does not apply to personal data that we process **on behalf of our clients** when delivering Salesforce implementation, consultancy, administration, training or related professional services.

Where we process personal data on behalf of a client, the client will generally act as the Data Controller and Neospark will act as a Data Processor. Such processing is governed by the relevant client contract, data processing agreement and the client's instructions.

4. Personal Data We Collect

We aim to collect only the personal data that is necessary and proportionate for the relevant purpose.

Depending on how you interact with us, we may collect:

- Name
- Business email address
- Business telephone number, where provided
- Company or organisation name
- Job title or role, where provided
- Information contained in enquiries or meeting-booking forms
- Information you voluntarily provide when communicating with us
- Meeting and appointment information
- Information contained in business correspondence
- Website usage and technical information generated through our website analytics tools

We do not intentionally collect special category personal data, such as health information, biometric information or information concerning criminal convictions, through our website.

We do not intentionally collect personal data relating to children.

We do not collect payment or financial information through our website.

5. How We Collect Personal Data

We may collect personal data when you:

- Contact us by email
- Submit an enquiry
- Book a meeting or consultation through our booking system
- Communicate with us in connection with our services

- Visit or use our website

Our website is hosted and supported by **IONOS**.

We use IONOS website analytics/tracking functionality to understand general website usage and improve website performance. We do not use this analytics functionality for targeted advertising and, based on our current configuration, we do not use it to intentionally collect personal information for advertising purposes.

6. Third-Party Services We Use

We use a limited number of third-party technology providers to operate our business and provide our services.

These currently include:

IONOS

We use IONOS for website hosting and related website services, including website analytics.

Calendly

We use Calendly to allow visitors and clients to schedule meetings and consultations with us.

When you use our Calendly booking functionality, Calendly may process information such as your name, email address, appointment details and any information you choose to enter into a booking form.

Google Workspace

We use Google Workspace services, including Gmail and Google Drive, for business email, document storage, file management and business administration.

Personal data contained in emails, documents and business records may therefore be processed and stored using Google Workspace.

Google Meet

We use Google Meet for online meetings and consultations.

Meeting participants may be required to provide or use account or contact information in order to access a meeting, depending on how the meeting is configured.

We do not intentionally record meetings unless this is specifically agreed or enabled for a particular engagement.

Third-party providers process personal data in accordance with their own privacy policies and our contractual arrangements with them, where applicable.

7. Purposes of Processing

We process personal data for purposes including:

- Responding to enquiries and requests for information
- Scheduling and managing meetings and consultations
- Communicating with prospective and existing clients
- Providing Salesforce consultancy, implementation, training and related professional services
- Managing client and business relationships
- Preparing proposals, statements of work and other business documentation
- Maintaining appropriate business, financial and compliance records
- Managing our website and understanding website usage
- Protecting the security and integrity of our systems and services
- Complying with legal, regulatory and contractual obligations

We do not currently use personal data collected through our website for behavioural advertising or targeted advertising.

8. Lawful Bases for Processing

Depending on the circumstances, we rely on one or more of the following lawful bases under the UK GDPR:

Contract

Where processing is necessary to take steps at your request before entering into a contract, or to perform a contract with you.

For example, this may apply when we need your contact details to arrange or provide contracted consultancy or training services.

Legitimate Interests

We may process personal data where it is necessary for our legitimate business interests, provided that those interests are not overridden by your rights and freedoms.

Examples may include managing business relationships, responding to business enquiries, maintaining records and operating and improving our services.

Where we rely on legitimate interests, we consider the necessity of the processing and balance our interests against the interests and fundamental rights of the individual.

Consent

Where required, we rely on your consent for particular processing activities.

For example, consent may be required for certain non-essential cookies or similar technologies used on our website.

You may withdraw consent at any time where processing is based on consent.

Legal Obligation

We may process personal data where necessary to comply with a legal or regulatory obligation.

9. Direct Marketing

We do not sell personal data or use personal data for third-party marketing.

Where we send business communications that constitute direct marketing, we will comply with applicable data protection and electronic marketing requirements, including PECR.

The rules for electronic marketing can differ depending on whether the recipient is a corporate subscriber, sole trader or other individual subscriber. We will apply the requirements applicable to the particular circumstances.

You may object to direct marketing at any time.

If you receive marketing communications from us, you can ask us to stop sending them by contacting Clientfamily@Neospark.AI.

ICO guidance confirms that the UK GDPR still applies to the processing of personal data for B2B marketing, even where PECR does not require consent for particular corporate subscribers.

10. Cookies and Website Analytics

Our website may use cookies and similar technologies.

We use IONOS website analytics to understand general website usage and website performance.

Where cookies or similar technologies are strictly necessary for the operation or security of our website, they may be used without consent where an applicable legal exemption applies.

Where non-essential cookies or similar technologies require consent under PECR, we will obtain consent before using them.

You can control cookies through our cookie consent mechanism, where provided, and through your browser settings.

You may withdraw or change your consent where applicable.

Disabling certain cookies may affect the functionality of the website.

We do not currently use cookies or similar technologies for targeted behavioural advertising.

11. Data Storage and Security

We use reputable cloud-based technology providers to operate our business, including IONOS and Google Workspace.

Personal data may be stored electronically within these services and systems.

We implement appropriate technical and organisational measures designed to protect personal data against:

- Unauthorised access
- Accidental loss
- Unauthorised alteration
- Unlawful disclosure
- Destruction
- Other forms of unauthorised or unlawful processing

Access to personal data is restricted to individuals and service providers who have a legitimate business need to access it.

However, no electronic storage or transmission system can be guaranteed to be completely secure.

12. Data Sharing and Disclosure

We do not sell, rent or trade personal data.

We may share personal data where reasonably necessary with:

- Technology and cloud service providers that support our business operations
- Website hosting and analytics providers
- Meeting and scheduling providers
- Email, document storage and collaboration providers
- Professional advisers, where necessary
- Legal, regulatory or governmental authorities where required or permitted by law
- Clients, where necessary to provide contracted services and where appropriate

Where third-party organisations process personal data on our behalf, we take appropriate steps to ensure that suitable contractual and data protection safeguards are in place.

13. International Data Transfers

Some of the technology providers we use may process or store personal data outside the United Kingdom.

Where a transfer of personal data is subject to the UK GDPR's rules on restricted international transfers, we will ensure that an appropriate legal mechanism or safeguard is in place.

Depending on the circumstances, this may include an adequacy decision or regulations, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or another lawful transfer mechanism.

We will take appropriate steps to ensure that international transfers are carried out in accordance with applicable UK data protection requirements.

14. Data Retention

We retain personal data only for as long as reasonably necessary for the purposes for which it was collected, including to:

- Respond to enquiries
- Manage business and client relationships
- Provide contracted services
- Maintain appropriate business records
- Meet legal, regulatory and contractual obligations
- Establish, exercise or defend legal claims where necessary

Different types of information may be retained for different periods depending on its purpose and applicable legal requirements.

When personal data is no longer required, we will take reasonable steps to securely delete or anonymise it.

15. Your Data Protection Rights

Under applicable data protection law, you may have rights including:

- The right to request access to your personal data
- The right to request correction of inaccurate or incomplete personal data
- The right to request erasure of personal data
- The right to request restriction of processing
- The right to object to certain processing
- The right to data portability, where applicable
- The right to withdraw consent where processing is based on consent
- The right to object to direct marketing

These rights are subject to certain legal conditions and exemptions.

To exercise your rights, please contact:

Clientfamily@Neospark.AI

We may need to verify your identity before completing certain requests.

We will respond to valid requests within the time period required by applicable data protection legislation.

16. Complaints

If you have concerns about how we have handled your personal data, we encourage you to contact us first so that we can investigate and try to resolve the issue.

You also have the right to complain to the UK Information Commissioner's Office (ICO), which is the UK's independent supervisory authority for data protection.

Further information about making a complaint is available from the ICO.

17. Controller and Processor Roles

Neospark Services LTD may act in different capacities depending on the nature of the processing.

When we collect and use personal data for our own business purposes, including through our website, enquiries, bookings and business administration, we generally act as the **Data Controller**.

When we provide Salesforce consultancy, implementation, training or related services and process personal data on behalf of a client, we may act as a **Data Processor**.

Where we act as a Data Processor, we will process personal data in accordance with the client's documented instructions and the applicable contractual and data protection requirements.

The specific responsibilities of Neospark and the client will be set out in the relevant contractual documentation where appropriate.

18. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our business, technology, services or applicable legal and regulatory requirements.

Any changes will be published on this page together with an updated "**Last updated**" date.

19. Contact Information

If you have any questions, concerns or requests relating to this Privacy Policy or our data protection practices, please contact us:

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