

Privacy Policy

Effective Date: January 2026

1. Introduction

3 Point Consulting ("we", "us", "our") is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, store and protect your personal data when you visit our website, interact with us, or use our services.

We comply with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and the Privacy and Electronic Communications Regulations (PECR).

By using our website or providing your personal data, you acknowledge that you have read and understood this Privacy Policy.

2. Personal Data We Collect

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

- Identity data such as name, job title and company name
 - Contact data such as email address and telephone number
 - Information you submit through forms, enquiries or communications
 - Technical data including IP address, browser type, device information and operating system
 - Usage data such as pages visited, time spent on the site and interactions
 - Marketing and communication preferences
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3. How We Collect Your Data

We collect personal data when you:

- Fill in forms on our website
- Contact us by email or other communication methods
- Subscribe to updates or marketing communications

- Use or browse our website (via cookies and analytics tools)
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4. Legal Basis for Processing

We process your personal data under the following legal bases:

- Consent - where you have explicitly agreed, such as agreeing to this Privacy Policy or opting in to marketing communications
- Legitimate Interests - where processing is necessary for operating our business, responding to enquiries, improving our services and maintaining website security
- Legal Obligations - where required to comply with applicable laws and regulations

You may withdraw your consent at any time.

5. How We Use Your Personal Data

We use your personal data to:

- Respond to enquiries and provide requested services
 - Manage and maintain our relationship with you
 - Store your information for legitimate business purposes
 - Improve our website, services and user experience
 - Send service-related communications
 - Send marketing, promotional or business communications where you have opted in
 - Monitor website usage and performance
 - Comply with legal and regulatory obligations
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6. Consent and Marketing Communications

When you submit personal data via our website, you will be asked to confirm that you agree to this Privacy Policy via a clear affirmative action such as ticking a checkbox.

Where you have provided explicit consent, we may contact you by email, telephone or SMS for marketing, promotional and business communication purposes.

We do not use pre-ticked boxes and we do not send marketing communications without your consent.

You can withdraw your consent at any time by:

- Clicking the unsubscribe link in any marketing communication
- Contacting us at info@3point.ai

Withdrawing consent will not affect the lawfulness of processing carried out before consent was withdrawn.

7. Data Storage and Retention

We store personal data securely and only for as long as necessary to fulfil the purposes outlined in this Privacy Policy or to meet legal requirements.

Marketing data is retained until you withdraw consent or request deletion.

8. Sharing Your Personal Data

We do not sell your personal data.

We may share your data with:

- Trusted third-party service providers who assist us in operating our website or delivering services, under contractual confidentiality obligations
- Professional advisers where necessary
- Authorities or regulators where required by law
- A buyer or successor in the event of a business sale or restructuring

All third parties are required to respect the security of your personal data and process it lawfully.

9. Cookies and Tracking Technologies

We use cookies and similar technologies to:

- Ensure our website functions correctly
- Analyse website usage and performance
- Support marketing activities where consent has been provided

You can manage or disable cookies through your browser settings at any time.

10. Your Data Protection Rights

Under UK GDPR, you have the right to:

- Access your personal data
- Request correction of inaccurate or incomplete data
- Request erasure of your personal data
- Object to processing, including for direct marketing
- Request restriction of processing
- Withdraw consent at any time
- Request data portability

To exercise any of your rights, please contact info@3point.ai.

11. Data Security

We take appropriate technical and organisational measures to protect your personal data from unauthorised access, loss, misuse or disclosure.

12. Third-Party Links

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those websites. We encourage you to read their privacy policies.

13. Complaints

If you are not satisfied with how we handle your personal data, you have the right to lodge a complaint with the UK Information Commissioner's Office (ICO).

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date.