Privacy Policy

Integro Design Engineering Associates Ltd (IDEA Ltd)

Last updated: 17/09/2026

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1. About this privacy policy

This website, [www.idea-ltd.co.uk] (the "Site"), is operated by Integro Design Engineering Associates Ltd (IDEA Ltd), ("IDEA", "we", "us", "our"), a company registered in Scotland under company number **SC666395**, with its registered office at **Lower Ground, 144 West George Street, James Sellars House, Glasgow, Scotland, UK, G2 2HG**.

We are committed to protecting your privacy and to meeting our obligations under the Data Protection Act 2018 (the "DPA 2018"), the UK General Data Protection Regulation (the "UK GDPR") and the Privacy and Electronic Communications Regulations 2003 as amended (together, "Data Protection Law").

When you contact us or use the Site, IDEA acts as the **data controller** of your personal data. This means we are responsible for deciding how and why your personal data is used. This policy explains what personal data we collect, why we collect it, how we use and share it, how long we keep it, and the rights you have over it.

"Personal data" means any information relating to an identifiable living person. "Processing" means anything we do with personal data, including collecting, storing, using, sharing and deleting it.

We may update this policy from time to time by posting a revised version on the Site, and we will take reasonable steps to draw any material changes to your attention. Any changes take effect from the date the updated policy is posted.

We are registered with the Information Commissioner's Office (ICO) under registration number **ZC250845**

2. How to contact us

If you have any questions about this policy or how we handle your personal data, or if you wish to exercise any of your rights, please contact:

Abhishek Bhatia, Managing Director Email: Abhishek@idea-ltd.co.uk, Telephone: +44(0)1414590323, Post: Lower Ground, 144 West George Street, James Sellars House, Glasgow, Scotland, UK, G2 2HG.

3. What personal data we collect

We collect and use the following categories of personal data, depending on how you interact with us:

- **Enquiry and contact details** - when you complete an enquiry or contact form, email us, or call us: your name, job title, employer, email address, telephone number, and the content of your message.

- **Client and project information** - where we go on to work with you or your organisation: contact details and any personal data contained in project correspondence and documentation.
- **Newsletter subscribers** - if you sign up to our newsletter: your name, email address, and (where provided) employer and job title.
- **Recruitment data** - if you apply for a role or send a speculative application: your name, contact details, CV, work history, qualifications, and any other information you choose to share.
- **Technical and usage data** - when you visit the Site, our servers and analytics tools may collect your IP address, browser type, device information, and information about how you use the Site. See our Cookie Policy for detail on cookies and similar technologies.

We do not intentionally collect special category data (such as health, ethnicity, or political opinions) through the Site. Please do not send us such information unless we specifically ask for it.

4. How we use your personal data, and our lawful basis

Under the UK GDPR we must have a lawful basis for each use of your personal data. The table below sets out what we use your data for and the basis we rely on.

What we use it for	Personal data used	Lawful basis
Responding to enquiries and providing information you request	Enquiry and contact details	**Legitimate interests** (responding to people who contact us) and/or taking **steps prior to a contract** at your request
Providing our engineering and consultancy services	Client and project information	**Contract** (performance of our contract with you or your organisation)
Sending our newsletter and marketing updates	Newsletter subscriber data	**Consent** (which you can withdraw at any time)
Managing recruitment and applications	Recruitment data	**Legitimate interests** and/or **steps prior to a contract**
Maintaining business, accounting and tax records	Client and contact details	**Legal obligation**
Keeping the Site secure and understanding how it is used	Technical and usage data	**Legitimate interests** (running and improving a secure website); cookies are handled as set out in our Cookie Policy

Where we rely on **legitimate interests**, we have considered whether those interests are overridden by your rights, and we have concluded they are not. You can ask us for more detail on this assessment at any time.

5. Marketing communications

If you have subscribed to our newsletter or otherwise consented to receive marketing from us, we will send you occasional updates, insights and news via email (currently through Mailchimp).

You can unsubscribe at any time using the link in any marketing email, or by contacting us using the details in section 2. Withdrawing consent will not affect the lawfulness of any communications sent before you withdrew it.

6. How we share your personal data

We do not sell your personal data. We share it only where necessary, and always in line with Data Protection Law, with:

- **Service providers who process data on our behalf**, including our website host, our email and IT provider (Microsoft), our newsletter platform (Mailchimp), and our website analytics provider (Google Analytics 4). These providers act on our instructions under written contracts.
- **Professional advisers**, such as our accountants and legal advisers, where necessary.
- **Regulators, courts or law enforcement**, where we are required to do so by law.

We may also share aggregated, anonymised information (which does not identify you) for analysis and reporting.

7. International transfers

Some of our service providers are based outside the UK, or store data outside the UK - for example Mailchimp (Intuit), Microsoft, and Google (Google Analytics), which are US-based. Where personal data is transferred outside the UK, we make sure it is protected by an appropriate safeguard recognised under Data Protection Law, such as the UK Extension to the EU–US Data Privacy Framework, or the UK's International Data Transfer Agreement / Addendum. You can ask us for more information about these safeguards using the contact details above.

8. How long we keep your personal data

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements. To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting, or other requirements.

When your personal data is no longer required for the purpose for which it was collected, we take reasonable and appropriate steps to ensure it is securely deleted, destroyed, or permanently anonymised so that it can no longer be associated with you.

Keeping your data secure

We have appropriate technical and organisational measures in place to protect your personal data against unauthorised access, loss, or misuse, and we limit access to those who need it. Where we use third-party providers, we require them to maintain appropriate security.

10. Your rights

Under Data Protection Law you have the right to:

- **access** the personal data we hold about you (a "subject access request");
- ask us to **correct** inaccurate or incomplete data;
- ask us to **erase** your data in certain circumstances;
- ask us to **restrict** how we use your data in certain circumstances;
- **object** to our processing of your data (see section 11);
- request **portability** of the data you have provided, in a machine-readable format; and
- **withdraw consent** at any time, where we rely on consent.

To exercise any of these rights, contact us using the details in section 2. We may need to verify your identity first. We will respond within one month, as required by law. Exercising these rights is free unless a request is manifestly unfounded or excessive.

11. Your right to object

You can object to our processing of your personal data. If we are processing it for direct marketing, we will stop as soon as you ask. If we are relying on legitimate interests, we will stop unless we have compelling grounds that override your interests, or we need the data to establish, exercise or defend legal claims.

12. Cookies

The Site uses cookies and similar technologies. Following changes to UK law that took effect on 5 February 2026, some low-risk cookies (such as first-party analytics used only to improve the Site, and cookies that remember your preferences) may be used without prior consent, provided we give you clear information and an easy way to opt out. Cookies used for advertising or cross-site tracking still require your consent. Full detail is set out in our separate [Cookie Policy].

13. Links to other websites

The Site may contain links to third-party websites, including LinkedIn. We are not responsible for the privacy practices of those sites, and we encourage you to read their privacy policies before providing any personal data.

14. Changes to this policy

We may change this policy from time to time. The version on this page is always the current one, and the "last updated" date at the top shows when it last changed.

15. How to complain

If you have concerns about how we handle your personal data, please contact us first so we can try to resolve them. You also have the right to complain to the Information Commissioner's Office (ICO):

- Website: ico.org.uk/make-a-complaint
- Telephone: 0303 123 1113