
PRIVACY NOTICE

Last updated: 10 July 2026

1. Who We Are

Neo Percept IP is the controller of your personal data for the purposes of the UK GDPR and the Data Protection Act 2018.

This Privacy Notice explains how we collect, use, share and protect personal data when you use our services, whether you are a consumer or acting for a business.

2. Contact Details

If you have any questions about this Privacy Notice or how we handle personal data, please contact us using the contact details published on our website.

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

3. Personal Data We Collect

We may collect and process the following personal data:

- name
- title
- job title
- business name
- postal address
- email address
- telephone number
- payment information
- proposed trade mark
- business or brand description
- information about your goods and services
- supporting documents, including logos and other brand materials
- correspondence with us
- information needed for conflict checks, client acceptance checks, identity verification or fraud prevention

-
- technical information, such as device or browser information, IP address and basic usage data if you interact with our website

We do not receive or store your full payment card details. Payments are processed by our payment provider, Stripe, which processes payment information on our behalf or as an independent controller depending on the transaction structure.

4. How We Use Your Personal Data

We use your personal data for the following purposes:

- to provide the Enhanced Trade Mark Search and any related services
- to respond to your enquiries and communicate with you
- to prepare reports and other work product
- to carry out conflict checks, client due diligence and fraud prevention checks
- to manage payments, invoices and refunds
- to keep business records
- to comply with legal, tax and regulatory obligations
- to deal with complaints, disputes and legal claims
- to improve our services, website and internal processes
- to send marketing communications where permitted by law and, where required, with your consent

5. Our Lawful Bases for Processing

We only process personal data where we have a lawful basis to do so. Depending on the circumstances, we rely on one or more of the following:

Where we rely on legitimate interests, our interests include operating and improving our business, providing secure and efficient services, preventing fraud, managing risk, and enforcing our rights. We balance those interests against your rights and freedoms.

If we collect special category data or criminal offence data, we will only do so where permitted by law and with an appropriate lawful basis and, where required, a condition under the UK GDPR and Data Protection Act 2018.

6. Special Note for Consumers

If you are a consumer, you have statutory rights under consumer law and data protection law which are not affected by this Privacy Notice.

Where you enter into a contract with us as a consumer, you may have cancellation rights under the Consumer Contracts Regulations 2013, subject to the rules applying to

digital content and services and any express request for work to begin before the cancellation period ends.

7. How We Share Your Personal Data

We may share your personal data with trusted third parties where necessary for the purposes set out in this Privacy Notice, including:

- payment processors, including Stripe
- IT, hosting, cloud storage and security providers
- professional advisers, including lawyers, accountants and insurers
- trade mark and search service providers, including TMTKO
- regulators, law enforcement bodies and courts where required by law
- other third parties where you ask us to do so or consent to us doing so

We use a third-party search provider, TMTKO, to carry out all or part of the trade mark searching process. TMTKO may use automated systems or artificial intelligence tools in providing search outputs or related assistance. Where we share personal data with TMTKO, it is for the purpose of delivering the service you have requested.

Where we use processors, we enter into appropriate data processing terms requiring them to handle personal data securely and only in accordance with our instructions, unless they are acting as independent controllers.

We do not sell your personal data.

8. International Transfers

Some of our service providers may process personal data outside the United Kingdom. Where this happens, we will take appropriate steps to ensure your personal data is protected, including by using an adequacy regulation, the UK International Data Transfer Agreement, the UK Addendum to the EU Standard Contractual Clauses, or other lawful transfer mechanism as applicable.

9. Automated Decision-Making

We do not use your personal data to make decisions about you based solely on automated processing that produce legal effects or similarly significant effects.

If that changes, we will tell you and explain the logic involved, the significance and the likely consequences, together with your rights.

10. Data Security

We use appropriate technical and organisational measures to protect your personal data against accidental loss, unauthorised access, misuse, alteration or disclosure.

No system is completely secure, but we take reasonable steps to protect information in line with the nature of the data and the risks involved.

11. Data Retention

We keep personal data only for as long as necessary for the purposes for which it was collected, including to satisfy legal, accounting and regulatory requirements.

In general, we will retain client and matter records for a period appropriate to the nature of the work and applicable legal obligations. We may retain certain records longer where required to defend legal claims, comply with law, or maintain proper business records.

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

12. Your Rights

Subject to conditions and exemptions under data protection law, you have the right to:

- be informed about how your data is used
- access your personal data
- have inaccurate data corrected
- have data erased in certain circumstances
- restrict processing in certain circumstances
- object to processing based on legitimate interests
- object to direct marketing at any time
- withdraw consent where we rely on consent
- obtain data portability in certain circumstances

If you want to exercise any of these rights, please contact us using the details on our website.

13. Marketing

If you are an existing customer or business contact, we may send you marketing communications where permitted by law. You can opt out at any time by using the unsubscribe link or contacting us directly.

We will not send you marketing by email or text where consent is required unless we have obtained that consent.

14. Cookies and Website Analytics

If our website uses cookies or similar technologies, we will provide a separate cookies notice explaining what we use, why we use it and how you can manage your preferences.

15. Children

Our services are generally intended for adults and businesses. We do not knowingly collect personal data from children unless it is necessary for a specific service and we have an appropriate lawful basis to do so.

16. Changes to This Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be posted on our website with an updated revision date.

17. Complaints

If you have concerns about how we handle your personal data, please contact us first so we can try to resolve the issue.

You also have the right to lodge a complaint with the ICO.