

Privacy Policy

Last updated: 27.08.2026

Helm Hub LTD ("**Helm Hub**", "**we**", "**us**", "**our**") is a company registered in England and Wales under company number 16304026, with its registered office at Helm Hub Ltd, Helm HQ, (First Floor) 103 Brook Lane, Alderley Edge, Cheshire, SK9 7RU. We are committed to protecting your privacy.

This Privacy Policy explains how we collect, use, and protect personal data when you visit www.helm.vet (the "**Website**"), in accordance with the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

Note: This policy covers our marketing website only. If you use our software product, a separate privacy policy applies to the data processed through that product, provided at the point of sign-up.

1. Who We Are

Helm Hub LTD is the data controller responsible for your personal data for the purposes described in this policy.

For any privacy questions, contact us at hello@helm.vet.

2. Personal Data We Collect

We collect limited personal data through the Website, specifically:

- **Contact submissions:** name, email address, company name, phone number, and any message content you provide when you get in touch with us.
- **Job applications** (if applicable): name, contact details, CV, and any other information you choose to submit via a careers page or application form.
- **Usage data:** pages visited, time spent on the Website, referring pages, and general interaction data, collected automatically via cookies and analytics tools.
- **Device and technical data:** IP address, browser type, device type, and operating system.

We do not collect account credentials, payment details, or product usage data through this Website - that data is only collected through the software product itself, under its own privacy policy.

3. How We Use Your Data and Our Legal Basis

Purpose	Data Used	Legal Basis
Responding to enquiries made via our contact form	Contact form data	Legitimate interests

Understanding how visitors use the Website	Usage data, technical data	Legitimate interests / Consent (for non-essential cookies)
Maintaining the security of the Website	Technical data	Legitimate interests
Complying with legal obligations	Any of the above, where relevant	Legal obligation

Where we rely on **legitimate interests**, we have considered that these interests are not overridden by your rights and freedoms. You can ask us for more detail on this by contacting us.

4. Cookies

We use cookies and similar technologies on the Website to:

- **Essential cookies:** enable core functionality, such as remembering cookie consent preferences. These cannot be disabled.
- **Analytics cookies:** help us understand how visitors use the Website, via WIX Analytics.
- **Marketing cookies** (if used): support advertising or retargeting activity via LinkedIn, Meta.

Non-essential cookies are only set with your consent, which you can give or withdraw at any time via the cookie banner or your browser settings.

5. How We Share Your Data

We do not sell your personal data. We may share it with:

- **Service providers:** third parties who support the operation of the Website, such as web hosting, email delivery and analytics providers. These providers only process data on our instructions.
- **Legal requirements:** where required to comply with applicable law, regulation, or legal process, or to protect the rights, property, or safety of Helm Hub or others.
- **Business transfers:** if we undergo a merger, acquisition, or asset sale, personal data may be transferred as part of that transaction, subject to this policy.

6. International Transfers

Where any of our service providers are located, or process data, outside the UK, we ensure appropriate safeguards are in place, such as UK adequacy regulations, the UK International Data Transfer Agreement (IDTA), or other legally recognised transfer mechanisms. You can request further detail by contacting us.

7. Data Retention

- **Contact form enquiries:** retained for 12 months after our correspondence concludes, unless a longer period is needed to resolve the enquiry.

- **Usage and analytics data:** retained in accordance with our analytics provider's default retention settings, currently 12 months as per our own control.

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

8. Data Security

We implement appropriate technical and organisational measures to protect personal data submitted through the Website, including encrypted transmission and restricted access to stored data. However, no method of transmission over the internet is completely secure, and we cannot guarantee absolute security.

9. Your Rights

Under UK GDPR, you have the right to:

- **Access** the personal data we hold about you.
- **Rectify** inaccurate or incomplete data.
- **Erase** your data in certain circumstances.
- **Restrict** processing of your data in certain circumstances.
- **Object** to processing based on legitimate interests or for direct marketing.
- **Data portability:** receive your data in a structured, machine-readable format, where applicable.
- **Withdraw consent** at any time, where processing is based on consent (e.g. newsletter sign-up or non-essential cookies).

To exercise any of these rights, contact us at hello@helm.vet. We will respond within one month, as required by law.

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO) at ico.org.uk if you believe we have not handled your data in accordance with the law.

10. Children's Privacy

The Website is not directed at individuals under 18, and we do not knowingly collect personal data from children through it.

11. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes to the Website or legal requirements. The "Last updated" date at the top of this policy indicates when it was last revised. Material changes will be reflected on this page.

12. Contact Us

If you have questions about this Privacy Policy or how we handle your personal data, please contact us at:

Helm Hub LTD, Helm HQ, (First Floor) 103 Brook Lane, Alderley Edge, Cheshire, SK9 7RU
Company number: 16304026 Email: hello@helm.vet