

Privacy Policy

Utopi Ltd

Last updated: 18 February 2026

1. Introduction

Utopi Ltd ("we", "us", or "our") takes your privacy seriously. This policy explains how we collect, use, store, and protect your personal information when you:

- Visit our website (www.utopi.co.uk) and associated sub-domains
- Sign up for our newsletter
- Contact us with enquiries
- Use the Utopi Platform (utopi-portal.com)

We are committed to protecting your privacy and complying with data protection laws, including the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

2. Who We Are

Utopi Ltd is a company incorporated in Scotland with registered number **SC626120**. Our registered office is at **1 Gateway Court, Glasgow, G40 4DS**.

For the purposes of data protection law, we are the **data controller** for the personal information we collect about you. This means we determine how and why your information is processed.

Data Protection Contact:

Email: hello@utopi.co.uk

Postal address: 1 Gateway Court, Glasgow, G40 4DS

3. Scope of This Policy

This privacy policy applies to three main groups:

3.1 Website Visitors

Anyone who visits www.utopi.co.uk or associated sub-domains.

3.2 Newsletter Subscribers

Individuals who have signed up to receive our newsletter and marketing communications.

3.3 Platform Customers

Organizations and individual users who have accounts on the Utopi Platform (utopi-portal.com) under a commercial agreement with us.

Important Note for Platform Customers:

Where you are a platform customer, this policy explains how we handle your organisation's information and user account data. For information about how we process data on behalf of your organisation (where you are the data controller), please refer to your Data Processing Agreement.

This policy does not apply to:

- Our employees and contractors
- Third-party websites you may access through links on our website

4. Information We Collect

4.1 Website Visitors

When you visit our website, we collect:

Information you provide:

- Name, email address, phone number, and company details when you complete a contact form
- Email address and phone number when you book a call with our team
- Email address when you download content (e.g., whitepapers, guides, case studies)
- Name, email address, and conversation content when you use our webchat feature
- Any other information you choose to provide in enquiries

Information collected automatically:

- **Technical data:** IP address, browser type and version, device type, operating system, time zone setting
- **Usage data:** Pages visited, time spent on pages, links clicked, referring website
- **Cookie data:** Information collected through cookies (see Cookies section below)

4.2 Newsletter Subscribers

When you sign up for our newsletter, we collect:

- Email address (required)
- Name (optional)
- Marketing preferences
- Date and time of consent
- Source of signup (e.g., website form, event)

4.3 Platform Customers

When you use the Utopi Platform, we collect:

Account information:

- Full name
- Email address
- Job title and company/organization name
- Phone number
- Login credentials (password is encrypted)

Platform usage data:

- Login times and frequency
- Features used
- Actions performed within the platform
- Device and browser information
- IP address

Customer organization data:

- Company name and address
- Billing information
- Contract details
- Communication history

4.4 Information We Do NOT Collect

We do not knowingly collect information from children under the age of 16. Our services are intended for business use only. If we become aware that we have collected information from a child under 16, we will delete it promptly.

We do not use automated decision-making or profiling that produces legal effects or significantly affects you.

5. How We Use Your Information

5.1 Website Visitors

We use your information to:

- Respond to your enquiries and provide information you request
- Schedule and manage call bookings with our team
- Provide access to downloadable content you've requested
- Respond to your webchat messages and provide customer support
- Use artificial intelligence (AI) to help answer initial webchat queries and improve response times
- Follow up on your interests and enquiries
- Improve our website functionality and user experience
- Analyse website usage to understand visitor behaviour and preferences
- Ensure website security and prevent fraud
- Comply with legal obligations

5.2 Newsletter Subscribers

We use your information to:

- Send you our newsletter and marketing communications
- Personalize content based on your interests and preferences
- Measure the effectiveness of our marketing campaigns
- Comply with legal obligations

You can unsubscribe at any time using the link in every email or by contacting us.

5.3 Platform Customers

We use your information to:

- Provide access to and operation of the Utopi Platform
- Manage your account and user authentication
- Provide customer support and respond to your queries
- Send service-related communications (e.g., system updates, account notifications)
- Improve platform features and functionality
- Ensure platform security and prevent unauthorized access
- Fulfill our contractual obligations to your organization
- Comply with legal and regulatory requirements

Important: Service-related communications are essential for platform operation and cannot be opted out of while you maintain an active account.

6. Legal Basis for Processing

Under UK GDPR, we must have a legal basis to process your personal information. Here's what we rely on:

Purpose	Type of Data	Legal Basis
Website enquiry responses	Name, email, phone, enquiry details	Consent - you provide information voluntarily for us to respond
Call booking and scheduling	Name, email, phone number	Consent - you provide information voluntarily to book a call with us
Downloadable content access	Email address	Consent - you provide your email to receive the content
Webchat support and AI-assisted responses	Name, email, chat conversation content	Consent - you provide information voluntarily when using webchat; Legitimate interests - providing efficient customer support
Newsletter	Email, name, preferences	Consent - explicit opt-in when you subscribe

Purpose	Type of Data	Legal Basis
Platform account management	Account data, login credentials, usage data	Performance of a contract - necessary to provide the service you've contracted for
Platform service communications	Contact details, account data	Performance of a contract - essential to deliver the service
Marketing to existing customers	Contact details, preferences	Legitimate interests - promoting similar services to customers (soft opt-in), with easy opt-out available
Website analytics and improvement	Usage data, technical data	Legitimate interests - improving our website and understanding user needs
Security and fraud prevention	Technical data, usage data, IP addresses	Legitimate interests - protecting our business and customers from security threats
Legal compliance and record-keeping	Various data depending on requirement	Legal obligation - complying with tax, accounting, and regulatory requirements

Your rights: Where we rely on legitimate interests, you have the right to object. Where we rely on consent, you can withdraw it at any time. See "Your Rights" section below.

7. Who We Share Information With

We will never sell your personal information to third parties.

We share your information only with trusted partners who help us operate our services:

7.1 Service Providers (Data Processors)

We work with the following types of service providers:

Website Hosting and Infrastructure:

- **SquareSpace** - Website hosting (www.utopi.co.uk)
- **Microsoft Azure** - Cloud infrastructure for the Utopi Platform

Analytics:

- **Google Analytics** - Website usage analytics

- **Zoho** - Session tracking and analytics, CRM (stores enquiry, call booking, and webchat data)

Marketing and Sales:

- **Zoho** - Newsletter delivery

Cookie Management:

- **CookieYes** - Cookie consent management and banner functionality

Advertising Partners:

- **Google Ads** - Online advertising
- **LinkedIn** - Business advertising
- **Facebook** - Social media advertising

All service providers are required to:

- Process your information only on our instructions
- Implement appropriate security measures
- Comply with UK GDPR and data protection laws
- Have appropriate contracts in place with us

7.2 Professional Advisors

We may share information with:

- Lawyers, accountants, and other professional advisors
- Insurance providers

This is necessary for obtaining professional advice and managing our business.

7.3 Business Transfers

If we sell, transfer, or merge our business (or any part of it), your information may be transferred to the new owner. We will:

- Take steps to ensure your privacy rights are protected
- Notify you of any change in data controller
- Give you the opportunity to exercise your rights

7.4 Legal Requirements

We may disclose your information if required to:

- Comply with legal obligations or court orders

- Protect our legal rights
- Prevent fraud or security threats
- Cooperate with law enforcement or regulatory authorities

7.5 Use of Artificial Intelligence

We use AI technology to help provide efficient customer support through our webchat feature. Here's what you should know:

How AI is used:

- AI assists in understanding and responding to initial webchat queries
- AI may suggest responses to help our support team answer questions faster
- AI helps route conversations to the appropriate team member
- Chat conversations may be analysed by AI to improve our service quality

Your webchat data:

- Chat transcripts are stored in our CRM
- Your personal details provided during webchat (name, email) are stored in our CRM
- AI processing occurs in real-time during your chat session
- We do not use your webchat data to train third-party AI models

8. International Data Transfers

Some of our service providers are located outside the United Kingdom or process data on servers located internationally. This means your information may be transferred to and processed in countries that may not have the same data protection laws as the UK.

How we protect your information:

When we transfer data internationally, we ensure appropriate safeguards are in place:

- **Standard Contractual Clauses (SCCs)** approved by the UK ICO
- **Adequacy decisions** for transfers to countries deemed to have adequate protection
- **Additional security measures** where necessary

Specific transfers:

- **Microsoft Azure:** Uses global data centers. Data is processed under Standard Contractual Clauses with additional security measures.
- **Google, LinkedIn, Facebook:** US-based companies operating under appropriate transfer mechanisms and privacy frameworks.

You have the right to request information about the safeguards we use for international transfers. Contact us using the details in the "Contact Us" section.

9. Keeping Your Information Secure

We take security seriously and have implemented appropriate technical and organizational measures to protect your information from:

- Unauthorised access or disclosure
- Accidental loss or destruction
- Malicious attacks

Our security measures include:

- Encryption of data in transit (SSL/TLS certificates)
- Encryption of sensitive data at rest
- Secure password storage (hashed and salted)
- Regular security updates and patches
- Access controls limiting who can access your information
- Employee training on data protection
- Regular security assessments

Your responsibilities:

- Keep your platform login credentials confidential
- Use strong, unique passwords
- Log out after using shared devices
- Report any suspected security issues immediately

Data breach notification: If we experience a data breach that poses a risk to your rights, we will:

- Notify the Information Commissioner's Office (ICO) within 72 hours

- Notify you without undue delay if the breach poses a high risk
- Provide information about the breach and steps we're taking

If you suspect a security issue, contact us immediately at: hello@utopi.co.uk

10. How Long We Keep Your Information

We only keep your information for as long as necessary to fulfill the purposes described in this policy, unless a longer retention period is required by law.

10.1 Retention Periods

Data Type	Retention Period	Reason
Website enquiries	2 years from last contact	To maintain records of business communications and potential follow-up
Newsletter subscribers	Until you unsubscribe, then 6 months	To honor your subscription preferences and maintain unsubscribe records
Platform customer accounts (active)	Duration of contract	To provide contracted services
Platform customer accounts (closed)	7 years after contract end	Tax, accounting, and legal compliance requirements
Website analytics data	26 months (Google Analytics default)	To analyze trends and improve website
Cookie data	Varies by cookie type (see Cookies section)	As specified in cookie consent
Financial/tax records	7 years	Legal and regulatory requirements
Security logs	12 months	Security monitoring and incident investigation

10.2 Anonymisation

After retention periods expire, we may anonymize your information (removing all identifying details) for:

- Statistical analysis
- Research purposes

- Long-term trend analysis

Anonymised data cannot be linked back to you and is not considered personal information.

10.3 Early Deletion

You can request deletion of your information at any time (subject to any legal obligations we have to retain it). See "Your Rights" section below.

11. Your Rights

Under UK GDPR, you have the following rights regarding your personal information:

11.1 Right to Access

You can request a copy of the personal information we hold about you. This is commonly known as a "subject access request."

What we provide:

- Confirmation that we process your information
- A copy of your personal information
- Details about how we use it and who we share it with

Response time: Within one month (may be extended for complex requests)

Cost: Free of charge (unless requests are manifestly unfounded or excessive)

11.2 Right to Rectification

You can ask us to correct inaccurate or incomplete information.

Example: If your email address or contact details have changed, we'll update them.

11.3 Right to Erasure ("Right to be Forgotten")

You can request deletion of your personal information in certain circumstances:

- The information is no longer necessary for the purposes we collected it
- You withdraw consent (where consent was the legal basis)
- You object to processing based on legitimate interests
- The information was unlawfully processed
- Legal obligation requires deletion

Note: We may not be able to delete information if we need to retain it for:

- Legal compliance (e.g., tax records)
- Establishing, exercising, or defending legal claims
- Fulfilling contractual obligations

11.4 Right to Restrict Processing

You can ask us to limit how we use your information while we:

- Verify the accuracy of information you've disputed
- Consider your objection to processing
- Establish whether our legitimate grounds override your interests

You can also request restriction if:

- Processing is unlawful but you don't want data deleted
- We no longer need the data but you need it for legal claims

11.5 Right to Data Portability

You can request your information in a structured, commonly used, machine-readable format (such as CSV or JSON) and ask us to transfer it to another service provider where:

- Processing is based on consent or contract performance
- Processing is carried out by automated means

11.6 Right to Object

You can object to processing based on legitimate interests or for direct marketing purposes.

Direct marketing: You can object at any time, and we will stop sending marketing communications. Use the unsubscribe link in emails or contact us.

Legitimate interests: You can object, and we will stop processing unless we can demonstrate compelling legitimate grounds that override your interests.

11.7 Rights Related to Automated Decision-Making

We do not use automated decision-making or profiling that produces legal effects or significantly affects you. If this changes, we will update this policy and provide appropriate information and safeguards.

11.8 Right to Withdraw Consent

Where we process information based on your consent (e.g., newsletter, cookies), you can withdraw consent at any time by:

- Using unsubscribe links in emails
- Adjusting cookie preferences in our cookie banner
- Contacting us directly

Note: Withdrawing consent does not affect the lawfulness of processing before withdrawal.

11.9 How to Exercise Your Rights

Email: hello@utopi.co.uk

Post: Data Protection, Utopi Ltd, 1 Gateway Court, Glasgow, G40 4DS

What we need from you:

- Clear description of your request
- Proof of identity (to protect your information)
- Specific details about the information concerned (if applicable)

Response time: Within one month (we'll notify you if we need longer)

11.10 Right to Complain

If you're not satisfied with how we've handled your information or responded to your requests, you can complain to the UK's data protection authority:

Information Commissioner's Office (ICO)

Website: <https://ico.org.uk/>

Telephone: 0303 123 1113

Online: <https://ico.org.uk/make-a-complaint/>

12. Cookies

12.1 What Are Cookies?

Cookies are small text files stored on your device when you visit our website. They help us provide you with a better experience by remembering your preferences and understanding how you use our website.

12.2 Types of Cookies We Use

We categorize cookies into four types:

Strictly Necessary Cookies (Always Active)

These cookies are essential for the website to function. Without them, services you've requested (like secure login areas) cannot be provided.

Examples:

- Session authentication
- Security and fraud prevention
- Load balancing
- Remembering privacy preferences

You cannot opt out of these cookies, but you can disable them in your browser settings (this may affect website functionality).

Analytical/Performance Cookies (Optional - Requires Consent)

These cookies help us understand how visitors interact with our website by collecting anonymous information.

What they do:

- Count visitor numbers
- Track which pages are popular
- Identify areas for improvement
- Measure website performance

We use:

- Google Analytics
- Zoho Analytics
- SquareSpace Analytics

Functionality Cookies (Optional - Requires Consent)

These cookies remember your choices and personalize your experience.

What they do:

- Remember login details
- Recall language/region preferences
- Enable personalized features
- Remember dismissed notifications

Targeting/Marketing Cookies (Optional - Requires Consent)

These cookies track your browsing to show relevant advertisements and measure campaign effectiveness.

What they do:

- Build profiles of your interests
- Show relevant advertisements on other websites
- Measure ad effectiveness
- Limit how many times you see an ad

Third parties who set these cookies:

- Google Ads
- LinkedIn
- Facebook
- DealFront

Note: These cookies may track you across different websites.

12.3 Cookie Consent

When you first visit our website, you'll see a cookie banner powered by CookieYes asking for your consent.

Your choices:

- **Accept All:** All cookie types will be activated
- **Reject All:** Only strictly necessary cookies will be used
- **Customize:** Choose which optional cookies to accept

Changing your preferences: You can change your cookie preferences at any time by:

- Clicking the cookie preferences link in the footer
- Clicking the CookieYes icon (if visible on the website)
- Adjusting your browser settings (see below)
- Contacting us

Important: We do not place optional cookies until you give consent. CookieYes automatically blocks third-party scripts and non-essential cookies until you provide consent. If you reject cookies, your preference is saved using the cookieyesID cookie, which is strictly necessary for the consent system to function.

12.4 Detailed Cookie List

Important Information About CookieYes: CookieYes automatically blocks third-party tracking scripts and non-essential cookies until you provide consent. This ensures compliance with UK GDPR and PECR (Privacy and Electronic Communications Regulations). The cookieyesID cookie is the only cookie set before consent and is classified as strictly necessary because it's essential for the consent management system to function.

After 365 days, the cookie banner may appear again to refresh your consent preferences.

Strictly Necessary Cookies - www.utopi.co.uk (SquareSpace)

Cookie Name	Purpose	Duration
_dd_cookie_test	Tests if cookies are supported	Expires instantly
_dd_s	Tracks browser errors	4 hours
_dd_site_test	Tests if cookies are supported	Expires instantly
_grecaptcha	Anti-spam for forms	No expiry
_ssid	Fraud prevention	4 years
crumb	CSRF protection	Session
RecentRedirect	Prevents redirect loops	30 minutes
ss_sd	Authentication (Squarespace 5)	Session
Test	Cookie support detection	Session
TZ	Time zone for scheduling	Persistent

Strictly Necessary Cookies - All Sites (CookieYes)

Cookie Name	Purpose	Duration
cookieyesID	Stores your unique visitor ID, consent status (accepted/rejected/partially accepted), timestamp of consent, and location data. This cookie is essential for the cookie banner to function and remember your preferences. It does not track personal data but uses a pseudonymised visitor ID.	1 year (365 days)

Strictly Necessary Cookies - WordPress Sites

Cookie Name	Purpose	Duration
wordpress_test_cookie	Tests whether cookies are enabled in the browser	Session
wordpress_logged_in_[hash]	Indicates when you're logged in and who you are (for registered users only)	Session or 14 days with "Remember Me"
wp-settings-{user_id}	Stores WordPress user interface customisation preferences	1 year
wp-settings-time-{user_id}	Stores the time of wp-settings cookie creation	1 year

Functionality Cookies - www.utopi.co.uk (SquareSpace)

Cookie Name	Purpose	Duration
squarespace-announcement-bar	Remembers if you dismissed announcement	Persistent
squarespace-popup-overlay	Remembers if you dismissed popup	Persistent
squarespace-video-player-options	Video player preferences	Persistent
ss_cookieAllowed	Cookie consent status	30 days

Analytical Cookies - www.utopi.co.uk (SquareSpace)

Cookie Name	Purpose	Duration
ss_cid	Visitor identification	2 years
ss_cpvisit	Session tracking	2 years
ss_cvvisit	Session tracking	30 minutes
ss_cvr	Visitor tracking	2 years
ss_cvt	Session tracking	30 minutes

Analytical Cookies - www.utopi.co.uk (Zoho)

Cookie Name	Purpose	Duration
zsltssn	Page visit tracking	90 days

Cookie Name	Purpose	Duration
Zsstssn	Page visit tracking	90 days

Analytical Cookies - All Sites (Google Analytics)

Cookie Name	Purpose	Duration
_ga	User distinction	2 years
ga<container-id>	Session state	2 years

Targeting/Marketing Cookies

Cookie Name	Provider	Purpose	Duration
lidc	LinkedIn	Routing	1 day
bcookie, bscookie	LinkedIn	Browser ID	1 year
BizoID	LinkedIn	Analytics	6 months
BizoUserMatchHistory, UserMatchHistory	LinkedIn	Analytics	6 months
fr	Facebook	Advertising	3 months
test_cookie, IDE	Google	Advertising	3 months

12.5 Managing Cookies

Via CookieYes banner: Click "Cookie Settings" in the footer or the CookieYes icon to enable/disable cookie categories at any time. Your preferences are saved in the cookieyesID cookie and respected across your visits for 365 days.

Refreshing consent: After 365 days, you may see the cookie banner again to confirm or update your preferences. This ensures your consent remains current and valid.

In your browser: You can also control cookies through your browser settings:

- **Chrome:** Settings > Privacy and security > Cookies
- **Firefox:** Settings > Privacy & Security > Cookies
- **Safari:** Preferences > Privacy > Cookies
- **Edge:** Settings > Cookies and site permissions

Opt-out tools:

- **Google Analytics:** <http://tools.google.com/dlpage/gaoptout>

- **SquareSpace tracking:** <https://support.squarespace.com/hc/en-us/articles/360001264507>
- **CookieYes consent management:** Adjust preferences via the cookie banner or footer link

Learn more about cookies: Visit www.aboutcookies.org or www.allaboutcookies.org

Note: Blocking all cookies may prevent you from accessing certain website features.

12.6 Platform Cookies (utopi-portal.com)

The Utopi Platform uses strictly necessary cookies only:

- Authentication and session management
- Security features
- Platform functionality

These cookies are essential for the platform to work and are covered by your contract with us.

13. Links to Other Websites

Our website may contain links to third-party websites, including:

- Social media platforms (LinkedIn, Twitter, Facebook)
- Partner websites
- Service provider sites

Important: This privacy policy does not apply to third-party websites. We:

- Have no control over third-party websites
- Are not responsible for their privacy practices
- Do not endorse their privacy policies

We recommend reading the privacy policy of any website you visit before providing personal information.

14. Changes to This Policy {#changes}

We may update this privacy policy from time to time to reflect:

- Changes in the law

- Changes to our services
- Changes in how we process information
- Best practice improvements

How we notify you:

- **Minor changes:** Updated policy posted on our website with new "Last updated" date
- **Significant changes:** Email notification to registered users and newsletter subscribers, plus prominent notice on our website

Your continued use of our services after changes take effect constitutes acceptance of the updated policy.

We encourage you to review this policy periodically to stay informed about how we protect your information.

Version history: Previous versions of this policy are available on request.

15. Contact Us

If you have any questions, concerns, or requests regarding this privacy policy or how we handle your information, please contact us:

Email: hello@utopi.co.uk

Post: Data Protection, Utopi Ltd, 1 Gateway Court, Glasgow, G40 4DS

Phone: [Insert phone number if you want to provide one]

For data protection enquiries specifically, please mark your communication "Data Protection Enquiry" to ensure it reaches the appropriate person quickly.

Response time: We aim to respond to all enquiries within 5 business days.

Additional Information for Platform Customers

If you are a platform customer (utopi-portal.com), the following additional terms apply:

Data Processing Relationship

Where you use the Utopi Platform on behalf of an organization:

- **Your organization** is the data controller for any data processed through the platform
- **Utopi Ltd** acts as a data processor on behalf of your organization

- A separate **Data Processing Agreement (DPA)** governs how we process data on your organization's behalf

What This Means

- This privacy policy explains how we handle **your account information** (name, email, login details)
- The DPA explains how we handle **your organization's data** that you upload to or process through the platform
- You are responsible for ensuring your organization has appropriate privacy notices for end users

Platform Data Security

In addition to the security measures described in section 9, platform data is:

- Hosted on Microsoft Azure UK data centers
- Encrypted at rest using AES-256 encryption
- Subject to regular penetration testing
- Protected by role-based access controls
- Backed up daily with secure retention

Your Responsibilities

As a platform user, you must:

- Maintain the confidentiality of your login credentials
- Only access data you're authorized to access
- Comply with your organization's data protection policies
- Report security incidents immediately
- Not share accounts or credentials