

Privacy Policy

Last updated: 1 August 2026

Azurite Innovation Limited ("Azurite", "we", "us", "our") respects your privacy and is committed to protecting your personal data. This policy explains what personal information we collect when you use our website or get in touch with us, why we hold it, who we share it with, and the rights you have over it.

We handle personal data in line with the General Data Protection Regulation (EU 2016/679) ("GDPR") and the Data Protection Act 2018.

1. Who we are

Azurite Innovation Limited is the data controller for the personal data described in this policy. That means we are responsible for deciding how and why your personal data is used.

- **Registered office:** GPO Buildings, Gardens International, Henry Street, Limerick, V94 4A62
- **Registered in Ireland, company number:** 818773
- **Contact for privacy queries:** privacy@azuriteinnovation.com

If you have any questions about this policy or about how we handle your data, please contact us using the details above.

2. The information we collect

Depending on how you interact with us, we may collect the following:

- **Information you give us directly.** When you complete an enquiry form, email us, or call us, we collect the details you provide — typically your name, business email address, phone number, company name, and any information you choose to include in your message.
- **Information from the IT Sanity Check.** You can complete our online IT Sanity Check and read your result without giving us any contact details. We only collect your contact details if you choose to make an enquiry or book a conversation. If you do, the answers you gave in the assessment are passed along with your enquiry so you do not have to repeat yourself. We retain anonymised, aggregated response patterns to understand common IT gaps; once anonymised this information no longer identifies you.
- **Marketing preferences.** If you opt in to hear from us, we keep a record of the fact that you opted in, when, and to what.
- **Technical information collected automatically.** When you visit our website, we and our service providers automatically collect certain technical data, such as your IP address, browser type, device information, and how you use the site. Some of this is collected through cookies and similar technologies — see our Cookie Policy for details.
- **Bot-protection data.** We use a bot-detection service to protect our forms from automated abuse. This may process limited technical information about your device and browser.

We do not intentionally collect special categories of personal data (such as health, ethnicity, or religious beliefs) through our website. Please do not include such information in enquiry messages.

3. How we use your information, and our legal basis

We use your personal data for the following purposes, relying on the legal bases set out below:

What we do	Information used	Our legal basis
Respond to your enquiry and discuss whether we can help	Contact details and message	Taking steps at your request before entering a contract, and our legitimate interest in responding to enquiries
Provide your IT Sanity Check result and follow up if you ask us to	Assessment answers; contact details if you provide them	Our legitimate interest in offering the assessment; your consent where you submit contact details
Send marketing emails you have opted in to receive	Contact details and opt-in record	Your consent, which you can withdraw at any time
Understand how our website is used	Analytics data	Your consent, given through our cookie banner
Keep our website secure and working properly	Technical and bot-protection data	Our legitimate interest in the security and integrity of our website
Meet our legal and regulatory obligations	Relevant records	Compliance with a legal obligation

Where we rely on legitimate interests, we have considered whether those interests are overridden by your rights, and we only proceed where we believe they are not.

4. Marketing emails

If you have opted in, we may send you occasional emails about our services, events, or material we think you will find useful. We only send these to people who have asked to receive them. Making an enquiry, completing the IT Sanity Check, or exchanging emails with us does not on its own put you on our mailing list.

You can withdraw your consent at any time, using the unsubscribe link in any marketing email or by contacting us at privacy@azuriteinnovation.com. Withdrawing consent does not affect emails already sent, and it does not stop us replying to you if you contact us directly.

We keep a record of who opted in and when, so that we can demonstrate consent was given.

5. Cookies

Our website uses cookies and similar technologies. You can control these through the cookie banner shown when you first visit, and you can change your preferences at any time. For full details of the cookies we use and why, please see our Cookie Policy.

6. Who we share your information with

We do not sell your personal data, and we do not share it with third parties for their own marketing.

We use a small number of trusted third-party service providers to support our business operations. These include our IT and business platform providers, our website hosting provider, our bot-protection provider, and our website analytics provider. Where they process personal data, they do so on our behalf and on our instructions, bound by data protection terms governing how it may be handled. We assess providers for appropriate security before we use them, and we keep an up-to-date record of the providers we use, which you can request from us.

We may also disclose personal data where required to do so by law, or to establish, exercise, or defend our legal rights.

7. International transfers

We process personal data primarily within the European Economic Area (EEA). Some of our service providers, such as our analytics and bot-protection providers, may process limited technical data outside the EEA. Where that happens, we rely on an adequacy decision by the European Commission, or on appropriate safeguards such as the European Commission's standard contractual clauses, so that your data continues to receive an equivalent level of protection.

8. How long we keep your information

We keep personal data only for as long as we need it for the purposes described in this policy, or for as long as we are required to keep it by law.

- **Enquiry and contact data:** kept for up to 12 months from our last contact with you, unless you become a client, in which case it is retained under our client records below.
- **Client data:** kept for the duration of our engagement with you and for six years afterwards, in line with our legal, contractual, and tax obligations.
- **Marketing consent records:** kept until you withdraw your consent, and for a reasonable period afterwards so that we can evidence the request and honour it.
- **Website technical data:** such as server logs, security and bot-protection records, and analytics data, kept for no longer than 12 months.

When we no longer need your personal data, we securely delete or anonymise it.

9. How we protect your information

We take appropriate technical and organisational measures to keep personal data secure, including access controls, encryption in transit, and staff awareness. No system can be guaranteed completely secure, but we work to protect your data and to respond appropriately if anything goes wrong.

10. Automated decision-making

The IT Sanity Check generates a directional summary based on the answers you provide, and a person reviews and discusses it with you if you choose to take things further. We do not make decisions that produce legal or similarly significant effects about you based solely on automated processing.

11. Your rights

Under the 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** how we process your data in certain circumstances;
- **object** to processing based on our legitimate interests, and to direct marketing at any time;
- **data portability** — receive certain data in a portable format; and
- **withdraw consent** at any time, where we rely on consent (this does not affect processing carried out before you withdrew it).

To exercise any of these rights, contact us at privacy@azuriteinnovation.com. We will respond within one month. There is normally no charge, and we may need to verify your identity before acting on a request.

12. Complaints

If you have a concern about how we handle your personal data, please contact us first so we can try to resolve it. You also have the right to lodge a complaint with the Data Protection Commission, Ireland's supervisory authority:

- Data Protection Commission
- 21 Fitzwilliam Square South, Dublin 2, D02 RD28
- www.dataprotection.ie

13. Changes to this policy

We may update this policy from time to time. When we do, we will change the "last updated" date at the top, and where changes are significant we will take reasonable steps to bring them to your attention.

14. Contact us

If you have any questions about this policy or your personal data, contact us at:

- Azurite Innovation Limited
- GPO Buildings, Gardens International, Henry Street, Limerick, V94 4A62
- privacy@azuriteinnovation.com