

Your Privacy

The security of your data matters to us - we treat it like it is our own.

LAST UPDATED: JULY 2026

About our privacy policy

Treehouse Analytics Ltd is committed to safeguarding the privacy of information that is provided to us during the course of our business and information we receive from visitors to our website. This Privacy Policy explains when and why we collect personal information about you, how we use it, the conditions under which we may share it with others, and how we keep it secure.

When data is collected, processed and stored by Treehouse Analytics Ltd, we are what is known as the "Data Controller". That means we are responsible for what happens to the information that you provide. If you have any questions about how we use your data, please email us at hello@treehouseanalytics.com.

This website is operated by Treehouse Analytics Ltd (company number 11034156), registered in England & Wales, whose registered office is at Park Gate, 161-163 Preston Road, Brighton, BN1 6AF, United Kingdom. In this policy "we", "us" and "our" means Treehouse Analytics Ltd. We are registered with the UK Information Commissioner's Office (ICO), registration number ZB407000.

Collection and use of personal information

We would like to keep you up to date with regard to analytical support and our services. If you choose to join our network or contact us with a query and voluntarily provide us with personally identifiable information about yourself - such as your name, email or postal address, or telephone number - we will collect and store that personal information.

We recognise that your information is valuable, and we will only use your personal information if and to the extent that applicable law allows. We will therefore only process your personal information where:

- it is necessary for the performance of a contract with you or the organisation you work for;
- it is necessary in connection with a legal obligation to which we are subject;
- you have given your consent (where necessary) to such use, or the organisation you work for has obtained your consent (where necessary) to share your information with us; or
- we (or a third party) have a legitimate interest which is not overridden by your interests, rights and freedoms. Such legitimate interests include providing our people-insight and analytics services, running our business, and marketing relevant services directly to you.

We may use your personal information to:

- verify the identity of our clients where we are required to do so;
- deliver our people-insight, analytics and consulting services to you and/or the organisation you work for, if you are a client;
- run the business (for example, administrative and operational processes, including recruitment);
- improve our services and products, if you or the organisation you work for are a client or prospective client;
- consider whether we can pursue certain business-development initiatives;
- send you marketing materials and invite you to events (where you have consented or we are otherwise permitted to do so); and
- process and respond to requests, enquiries or complaints received from you.

How we use artificial intelligence

Our people-insight services use artificial intelligence and machine-learning techniques - for example, to analyse and categorise open-text feedback at scale - as part of delivering insight to our clients. Where we use these techniques:

- there is always **human oversight**: our team reviews and interprets outputs, and insights are delivered by people, not generated and released automatically;
- we do **not make decisions that produce legal or similarly significant effects on an individual based solely on automated processing**;
- we apply appropriate safeguards, including working with data that is anonymised or aggregated wherever possible; and
- we do not use personal information collected through **this website** to train artificial-intelligence models.

The analysis we carry out on client data within our AURA platform is governed by our agreement with the relevant client and that platform's own terms.

How long we keep your information for

We will only retain your personal information for as long as is necessary for the purpose for which it was collected, including for the purposes of complying with any legal, regulatory, accounting or reporting requirements.

Keeping your information secure

We recognise that your personal information is valuable, and we take a variety of technical and organisational measures to hold your personal information securely in electronic and physical form. We take appropriate steps to protect your personal information from unauthorised access, improper use or disclosure, unauthorised modification, unlawful destruction, or accidental loss, consistent with applicable law. Our premises are access-controlled and our electronic systems require logins and password authentication.

All our partners, staff and third-party service providers who have access to confidential information (including personal information) are subject to confidentiality obligations.

However, the transmission of information via the internet is not completely secure. Although we take appropriate and proportionate steps to protect your information, we cannot guarantee the security of information transmitted electronically.

Who we share your information with

We do not sell, trade or rent your personal information. We may share it with trusted third-party service providers who process it on our behalf and under our instructions, and with professional advisers or authorities where we are legally required to do so. Our key processors are:

- **Vercel** - website hosting;
- **Resend** - delivery of enquiry emails; and
- **Vercel Web Analytics** - cookieless, aggregated website analytics.

International transfers

Some of our service providers may process personal information outside the United Kingdom. For example, Resend is headquartered in the United States and processes email within the EU (Ireland). Where personal information is transferred outside the UK, we take steps to ensure it receives an equivalent level of protection - for example, by relying on UK "adequacy" regulations (including the UK Extension to the EU-US Data Privacy Framework) or on approved safeguards such as the International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses.

Your rights

Under UK data-protection law you have a number of rights in relation to your personal information. Subject to certain safeguards, limits and exemptions, you have:

- the right to be **informed** about how we use your information (this policy);
- the right of **access** to the personal information we hold about you (a "Subject Access Request");
- the right to request **rectification** of information that is inaccurate or incomplete;
- the right to **erasure** of your information (the "right to be forgotten");
- the right to **object to** or **restrict** the way we use your information;
- the right to **data portability** - to receive your information in a secure, re-usable format; and
- where our processing is based on consent, the right to **withdraw that consent** at any time.

To make a request, or if you are concerned that any information we hold about you is incorrect, please contact us by email at hello@treehouseanalytics.com, or write to us at the registered address above. We will verify your identity before responding. You will not usually have to pay a fee, although we may charge a reasonable fee, or decline to act, where the law permits (for example, where a request is manifestly unfounded or excessive), and we will explain our reasons.

You can control the marketing you receive from us using the "Manage your preferences" or "Unsubscribe" options in our emails, or by emailing hello@treehouseanalytics.com at any time.

Complaints. If you are unhappy with how we have handled your personal information, you have the right to complain to the Information Commissioner's Office (ICO) at ico.org.uk. We would, however, appreciate the chance to address your concerns first, so please do contact us.

Links to other sites

Our website may contain links to other websites controlled by third parties. You should review those sites' own privacy policies. We do not accept any responsibility for their use of your personal information.

Cookies

We do not use tracking or advertising cookies. To understand how the site is used we rely on Vercel Web Analytics, which is cookieless: it measures aggregate, anonymised usage without setting cookies, without storing your IP address, and without identifying you. Because it sets no cookies and tracks no individual, no cookie-consent banner is needed.

We use only a small number of strictly necessary cookies to remember your choices, such as your preferred language. You can disable cookies through your browser settings, though some preferences may then not be remembered.

Changes to this policy

We may update this Privacy Policy from time to time. The current version is always available on this page. This policy was last updated in July 2026.