



PatWorld

PRIVACY POLICY

April 2026

Privacy Policy

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PatWorld Ltd, 13/14 Gelliwasted Rd, Pontypridd, CF37 2BW
Tel: 00 44 (0)1633 816601 Email: mail@patworld.com Web: www.patworld.com

Privacy Policy

1. Overview of policy

At PatWorld, your privacy is important to us. This Privacy Policy outlines how we collect, use, and protect your personal data, in accordance with UK data protection laws including the UK GDPR.

2. Summary: Privacy at a Glance

- We collect your name, contact details and enquiry data when you contact us.
- We use cookies to improve your experience and to support website security, analytics, and marketing.
- You can control non-essential cookies via the Cookie Settings link.
- We use Lead Forensics to identify businesses (not individuals) visiting our website.
- Your rights include access, correction, deletion, objection, and more

3. Who We Are

PatWorld Limited

13/14 Gelliwasted Rd, Pontypridd, CF37 2BW

Tel: 00 44 (0)1633 816601 Email: mail@patworld.com Web: www.patworld.com

ICO Registration: 11583768

4. What Personal Data We Collect

We collect personal data in the following circumstances:

- When you complete forms on our website (e.g., "Contact Us" or "Order Form")
- When you email or phone us
- When you submit a job application

Types of data we may collect:

- Name, company, job title
- Contact details (email address, telephone number)
- Information about your enquiry or job application.

We may process personal data provided during pre-contract discussions, including enquiries, scoping, and proposal preparation, in order to assess and deliver potential Services.

5. Confidential Information

Where information provided by clients constitutes both personal data and Confidential Information, it will be handled in accordance with both this Privacy Policy and the Confidentiality Agreement between the parties. In the event of overlap, the stricter obligation shall apply."

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6. Non-Personal Data Collection

We collect non-personal data through cookies and similar technologies for analytics, functionality, and advertising.

For example:

- Browser type and version
- IP address (used for business identification – see Section 7)
- Device and usage data

7. Cookie Usage

We use cookies to:

- Ensure website functionality
- Improve performance and user experience
- Measure marketing effectiveness

We categorise cookies as follows:

- Necessary (e.g., PHPSESSID, __cf_bm)
- Analytics (e.g., _ga, _gid)
- Functional (e.g., YouTube preferences)
- Advertising (e.g., _fbp, IDE)

We use [CookieYes](#) to manage consent for non-essential cookies. You can update your cookie preferences at any time via the “Cookie Settings” link in the footer of our website.

A full list of cookies is provided in section 12.

8. How We Use Your Data

We use your data to:

- Respond to enquiries
- Fulfil orders and manage customer relationships

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- Send relevant updates (with your consent)
- Improve our website and services
- Comply with legal obligations

9. Legal Basis for Processing

We rely on the following legal basis:

- Consent (for marketing, cookies)
- Legitimate interest (e.g., responding to your queries, website functionality)
- Contractual necessity
- Legal compliance

10. Use of Lead Forensics

We use Lead Forensics software to identify the organisations visiting our website using IP address matching.

Lead Forensics:

- Matches IP addresses to known business data
- Does not identify or track individuals
- Processes only non-personal, browser-based data (e.g., screen size, referrer URL)

As confirmed by the UK Information Commissioner's Office (ICO), this method of IP processing does not constitute personal data processing under the UK GDPR

11. Sharing Your Data

We may share data with:

- Service providers (e.g., website hosting, analytics, marketing)
- Payment processors
- Legal or regulatory bodies, if required.

We may share personal data with employees, contractors, and trusted third-party service providers where necessary to deliver Services, provided such parties are subject to appropriate confidentiality and data protection obligations.

12. Data Security

We implement appropriate technical and organisational measures to protect both personal data and Confidential Information, including access controls, secure storage, and data minimisation practices.

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13. Data Retention

We retain personal data only as long as necessary for the purpose collected and to meet legal, tax, and reporting requirements.

Where personal data forms part of Confidential Information, it may be retained only for as long as necessary to fulfil the purposes described or as required by law, after which it will be securely deleted or anonymised. Clients may request deletion of such data in accordance with contractual obligations.

14. International Transfers

Some of our service providers are located outside the UK. When we transfer data internationally, we ensure appropriate safeguards are in place.

15. Your Rights

Under the UK GDPR, you have rights including:

- Access your personal data
- Correct inaccurate data
- Request erasure or restriction
- Object to processing
- Withdraw consent at any time

To exercise your rights, contact: customerservice@patworld.com

16. Links to Third-Party Sites

Our website may contain links to third-party sites. We are not responsible for their privacy practices and encourage you to review their policies.

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17. Cookie Policy – Full Table (as of 31 July 2025)

Cookie Type	Name	ID	Duration
Necessary Cookies	`__cf_bm`	Cloudflare Bot Management	1 hour
	`PHPSESSID`	PHP Session ID	3 Months
	`_GRECAPTCHA`, `rc::a`, `rc::b`, `rc::c`, `rc::f`	Google reCAPTCHA – spam protection	varying durations from session to never expires
	`cookieyes-consent`	stores consent preferences	1 year
	`m`	Stripe – fraud prevention	1 year, 1 month, 4 days
Analytics Cookies	- `_ga`, `_ga_*`, `_gid`, `_gat_gtag_UA_*`	Google Analytics	up to 1 year, 1 month, 4 days
Advertising Cookies	- `_fbp`	Facebook tracking	3 months
	`_gcl_au`	Google Tag Manager ad testing	3 months
	`IDE`, `test_cookie`	DoubleClick/Google Ads	up to 1 year, 24 days
	`YSC`, `VISITOR_INFO1_LIVE`, `VISITOR_PRIVACY_METADATA`	YouTube ads and video stats	session to 6 months
Functional Cookies	`yt-remote-*` series	YouTube video player settings	session/never expires
	`ytidb::LAST_RESULT_ENTRY_KEY`	YouTube search memory	never expires
	`__Secure-ROLLOUT_TOKEN`	YouTube to manage the phased rollout of new features and updates.	6 months

For further details on each cookie and to manage your preferences, please see the “Cookie Settings” link in the footer of our website.

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18. Related Documents

This Policy should be read in conjunction with:

- Our Terms and Conditions (latest version);
- Our Confidentiality Agreement (latest version).

For questions or concerns about this policy, please contact us at customerservice@patworld.com.