PRIVACY POLICY

August 2025

Privacy Policy

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Privacy Policy

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.

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

1.   Who We Are

PatWorld Limited

Innovation House, 6 Cedar Court, Hazell Drive, Newport, NP10 8FY

ICO Registration: 11583768

2.   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.

1. 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

2. 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.

3. How We Use Your Data

We use your data to:

- Respond to enquiries

- Fulfil orders and manage customer relationships

- Send relevant updates (with your consent)

- Improve our website and services

- Comply with legal obligations

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4. 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

5. 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

6. Sharing Your Data

We may share data with:

- Service providers (e.g., website hosting, analytics, marketing)

- Payment processors

- Legal or regulatory bodies, if required.

7. Data Security

We apply appropriate technical and organisational security measures to protect your data from unauthorised access, loss, or disclosure.

8. Data Retention

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

9. International Transfers

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

10. 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

11. 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.

12. 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	session
	`_GRECAPTCHA`, `rc::a`, `rc::b`, `rc::c`, `rc::f`	Google reCAPTCHA – spam protection	varying durations
	`cookieyes-consent`	stores consent preferences	1 year
	`m`	Stripe – fraud prevention	1 year, 1 month, 4 days

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Analytics Cookies	- `_ga`, `_ga_*`, `_gid`, `_gat_gtag_UA_*`	Google Analytics	up to 1 year, 1 month
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.

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