

Privacy Policy

Connect.IO Ltd · Company number 12201526 · Last updated 17 September 2026

Scope

This notice covers personal data processed through IOblend.com and related website communications. Customer-controlled processing under commercial agreements is governed by the relevant contract and data processing terms.

1. Who we are

Connect.IO Ltd is the controller of the personal data described in this Privacy Policy unless another agreement or notice states otherwise. IOblend is a brand of Connect.IO Ltd.

Connect.IO Ltd, company number 12201526, is registered at Union House, 111 New Union Street, Coventry, England, CV1 2NT.

You can contact us about privacy at info@ioblend.com or through <https://ioblend.com/contact/>.

2. Scope of this Privacy Policy

This Privacy Policy explains how we collect and use personal data when you visit ioblend.com, contact us, interact with website content, request information, use website accounts where available, or communicate with us about IOblend products and services.

Where Connect.IO Ltd processes personal data on behalf of an IOblend customer under a software, services or other commercial agreement, the roles and obligations for that processing are governed by the relevant agreement and any applicable data processing terms. This website Privacy Policy does not replace those contractual terms.

3. Personal data we may collect

Depending on how you interact with us, we may collect identity and contact data such as your name, business email address, telephone number, company, role and other details you choose to provide.

We may collect enquiry and correspondence data, including information submitted through contact forms, support communications, demo or meeting requests and other business communications.

Where website accounts or registration features are available, we may process account and profile information needed to provide and administer those features.

We may process technical and usage data such as IP address, browser and device information, timestamps, pages viewed, referral information, security events and information generated by cookies or similar technologies.

Where comments are enabled, we may process information submitted in the comment form, IP address and browser information for moderation and spam detection. A hashed form of an email address may be used by the Gravatar service where that feature is enabled.

We may process commercial relationship data where relevant, such as company information, contract or licence context, order or billing records and service communications.

We do not ask you to provide special category personal data through ordinary website forms. Please do not send sensitive personal information unless it is necessary and we have agreed an appropriate way to handle it.

4. How and why we use personal data

We use personal data only where we have a lawful basis under applicable UK data protection law. The basis depends on the purpose and the circumstances.

For enquiries, demonstrations, downloads, support and pre-contract discussions, we may process information because it is necessary to take steps at your request before entering into a contract, to perform a contract, or because we have a legitimate interest in responding to business enquiries and providing relevant information.

For customer, supplier and partner relationship management, we may rely on contract, steps before contract, legitimate interests in administering business relationships, or legal obligations where applicable.

For website operation, security, fraud prevention, spam prevention, troubleshooting and service resilience, we generally rely on our legitimate interests in operating and protecting our website and business, and on legal obligations where they apply.

For analytics, website improvement and measurement, we use consent where required for non-essential storage or access technologies. Where UK law permits processing without consent, we rely on an appropriate lawful basis and provide required controls.

For relevant business-to-business marketing, event information and product communications, we may rely on consent where required or on legitimate interests where the communication is lawful, proportionate and reasonably expected. You can object to direct marketing at any time.

For legal, regulatory, corporate and record-keeping purposes, we may rely on legal obligations and our legitimate interests in establishing, exercising or defending legal claims and administering the business.

5. Cookies, analytics and embedded content

Our website uses cookies and similar storage or access technologies for functions such as security, preferences, measurement and, where configured, advertising or conversion measurement.

The website contains Google Ads conversion measurement technology. Non-essential cookies or similar technologies are subject to our cookie controls and applicable consent requirements.

Some pages may embed content from third-party services, including video, images or other media. Embedded content can behave as though you visited the third-party service directly and may allow that provider to collect technical or usage information when the content is loaded.

Where we use YouTube or similar embedded media, the relevant provider's privacy terms also apply to its own processing. Where practical, we use privacy-enhancing embed options and lazy loading to reduce unnecessary data transfer before content is used.

You can use our cookie consent controls to manage non-essential technologies where those controls are presented. Browser settings may also allow you to block or delete cookies, although some website functions may then work differently.

6. Who we may share personal data with

We may share personal data with service providers that support website hosting, email, contact forms, security, spam prevention, analytics, communications, professional services and business administration.

We may share information with advisers, auditors, insurers, regulators, courts, law enforcement or other authorities where required by law or reasonably necessary to establish, exercise or defend legal rights.

If Connect.IO Ltd is involved in a corporate transaction, investment, reorganisation or sale of all or part of its business, relevant information may be disclosed to professional advisers and prospective or actual transaction parties subject to appropriate confidentiality and legal safeguards.

We do not sell personal data to advertisers.

7. International transfers

Some service providers or technology platforms may process personal data outside the United Kingdom.

Where UK international transfer rules apply, we use a lawful transfer mechanism. This may include UK adequacy regulations or appropriate safeguards under Article 46 of the UK GDPR, such as the UK International Data Transfer Agreement or the UK Addendum to approved standard contractual clauses.

Where required, we assess whether the protection for personal data after a restricted transfer is not materially lower than the protection provided in the UK and apply additional measures where appropriate.

8. How long we keep personal data

We keep personal data only for as long as reasonably necessary for the purpose for which it was collected, including legal, regulatory, security, accounting, dispute-resolution and contractual requirements.

Enquiry and correspondence records are normally kept while the matter is active and for a reasonable follow-up period. Customer, supplier and commercial records may be kept for the duration of the relationship and for applicable statutory, limitation or accounting periods afterwards.

Where comments are enabled, comments and related moderation metadata may be retained to maintain discussion history and recognise approved contributors unless deletion is appropriate.

Marketing contact data is kept until you unsubscribe, object or the information is no longer relevant, although limited suppression information may be retained so that we can respect an opt-out.

Technical, analytics and security data is retained for periods appropriate to its purpose and the configuration of the relevant service. Cookie-specific durations are presented through our cookie controls where available.

We periodically review retention and delete, anonymise or securely archive information when it is no longer required.

9. Your data protection rights

Depending on the circumstances, you may have the right to ask for access to your personal data, correction of inaccurate data, erasure, restriction of processing, data portability, or to object to processing.

Where processing is based on consent, you can withdraw that consent at any time. Withdrawal does not affect the lawfulness of processing carried out before consent was withdrawn.

You have an absolute right to object to the use of your personal data for direct marketing.

Some rights apply only in particular circumstances and may be subject to exemptions or limitations under data protection law. We may need to verify your identity before acting on a request.

We normally respond to valid data protection rights requests within the time required by law.

10. Automated decision-making

We do not use personal data collected through this website to make solely automated decisions that produce legal effects or similarly significant effects on you.

Automated tools may be used for operational purposes such as spam detection, security monitoring, analytics or routing communications. These activities do not by themselves amount to significant automated decision-making about you.

11. Data protection complaints

You can complain to us if you are concerned about how we have handled your personal data. Contact info@ioblend.com or use our contact page and clearly state that your message is a data protection complaint.

We will acknowledge receipt of a data protection complaint within 30 days, investigate it appropriately, keep you informed where necessary and communicate the outcome without undue delay.

You also have the right to raise a concern with the UK Information Commissioner's Office. We encourage you to contact us first so that we have an opportunity to address the issue.

12. Security

We use reasonable technical and organisational measures intended to protect personal data against unauthorised access, alteration, disclosure, loss or destruction.

No website, network or electronic transmission can be guaranteed to be completely secure. If you believe information you have provided to us may have been compromised, please contact us promptly.

13. Children

IOblend is an enterprise technology service and this website is not directed at children. We do not knowingly seek to collect personal data from children through ordinary website interactions.

If you believe that a child has provided personal data to us inappropriately, please contact us so that we can review the situation and take suitable action.

14. Changes to this Privacy Policy

We review this Privacy Policy periodically and may update it to reflect changes to our website, services, technology, business practices or applicable law.

Where a change materially affects how we use personal data, we will take reasonable steps to bring the change to the attention of affected people where required.

The date shown at the top of this page identifies the latest published revision.

15. Contact details

Connect.IO Ltd, company number 12201526.

Registered office: Union House, 111 New Union Street, Coventry, England, CV1 2NT.

Privacy contact: info@ioblend.com.

Website contact page: <https://ioblend.com/contact/>.

Official UK guidance: Information Commissioner's Office (ico.org.uk).