

Privacy Policy

Last Updated On 23-Jan-2026

Effective Date 23-Jan-2026

This Privacy Policy describes the policies of Liquify Ltd, 23 Sheepcote Drive, Long Lawford, Rugby, England CV23 9FE, United Kingdom of Great Britain and Northern Ireland (the), email: contact@liquify.io, on the collection, use and disclosure of your information that we collect when you use our websites (<https://www.liquify.com>, <https://portal.liquify.com>). (the "Service"). By accessing or using the Service, you are consenting to the collection, use and disclosure of your information in accordance with this Privacy Policy. If you do not consent to the same, please do not access or use the Service.

We may modify this Privacy Policy at any time without any prior notice to you and will post the revised Privacy Policy on the Service. The revised Policy will be effective 180 days from when the revised Policy is posted in the Service and your continued access or use of the Service after such time will constitute your acceptance of the revised Privacy Policy. We therefore recommend that you periodically review this page.

- **Information We Collect:**

We will collect and process the following personal information about you:

- Name
- Email
- Records of communications with you whether by telephone, email, social media or otherwise.
- Details of services provided through our website and fulfilled by us.
- Information collected automatically from your device, including IP address, device type, operating system, browser-type, broad geographic location and other technical information.

- **How We Collect Your Information:**

We collect/receive information about you in the following manner:

- When a user fills up the registration form or otherwise submits personal information
- Interacts with the website
- Contacts us via email.

- **How We Use Your Information:**

We will use the information that we collect about you for the following purposes:

- Creating user account
- Support
- Manage user account
- Ensure that the website functions correctly for you and your device.
- Communicate with you should this be necessary
- Notify you regarding changes to our services
- Detect and prevent any illegal or unwanted activities within our websites.

- If we want to use your information for any other purpose, we will ask you for consent and will use your information only on receiving your consent and then, only for the purpose(s) for which grant consent unless we are required to do otherwise by law.

- **How We Share Your Information:**

We will not transfer your personal information to any third party without seeking your consent, except in limited circumstances as described below:

- Analytics
- We require such third party's to use the personal information we transfer to them only for the purpose for which it was transferred and not to retain it for longer than is required for fulfilling the said purpose.

We may also disclose your personal information for the following: (1) to comply with applicable law, regulation, court order or other legal process; (2) to enforce your agreements with us, including this Privacy Policy; or (3) to respond to claims that your use of the Service violates any third-party rights. If the Service or our company is merged or acquired with another company, your information will be one of the assets that is transferred to the new owner.

- **Retention Of Your Information:**

We will retain your personal information with us for 90 days to 2 years after users terminate their accounts or for as long as we need it to fulfill the purposes for which it was collected as detailed in this Privacy Policy. We may need to retain certain information for longer periods such as record-keeping / reporting in accordance with applicable law or for other legitimate reasons like enforcement of legal rights, fraud prevention, etc. Residual anonymous information and aggregate information, neither of which identifies you (directly or indirectly), may be stored indefinitely.

- **Your Rights:**

Depending on the law that applies, you may have a right to access and rectify or erase your personal data or receive a copy of your personal data, restrict or object to the active processing of your data, ask us to share (port) your personal information to another entity, withdraw any consent you provided to us to process your data, a right to lodge a complaint with a statutory authority and such other rights as may be relevant under applicable laws. To exercise these rights, you can write to us at contact@liquify.io. We will respond to your request in accordance with applicable law.

Do note that if you do not allow us to collect or process the required personal information or withdraw the consent to process the same for the required purposes, you may not be able to access or use the services for which your information was sought.

- **Cookies:**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology For further information, visit allaboutcookies.org.

How do we use cookies?

Liquify LTD uses cookies in a range of ways to improve your experience on our website, including: Keeping you signed in Understanding how you use our website

What types of cookies do we use?

There are several different types of cookies, however, our website uses:

- **Functionality** – Liquify LTD uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Session** - A session cookie contains information that is stored in a temporary memory location and then subsequently deleted after the session is completed or the web browser is closed. This cookie stores information that the user has inputted and tracks the movements of the user within the website. The session cookie will be deleted when the expiration date is reached or when a user or application manually deletes it.
- **Performance** – These cookies are used specifically for gathering data on how visitors use the site, which pages of the site are visited most often, or if they get error messages on web pages. These cookies only monitor the performance of the Site as Visitors interact with it.

How to manage cookies:

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

- **Security:**

The security of your information is important to us and we will use reasonable security measures to prevent the loss, misuse or unauthorized alteration of your information under our control. However, given the inherent risks, we cannot guarantee absolute security and consequently, we cannot ensure or warrant the security of any information you transmit to us and you do so at your own risk.

- **Grievance / Data Protection Officer:**

If you have any queries or concerns about the processing of your information that is available with us, you may email our Grievance Officer at Liquify Ltd, 23 Sheepcote Drive, Long Lawford, Rugby, email: contact@liquify.io. We will address your concerns in accordance with applicable law.

- Should you wish to report a complaint or if you feel that Liquify LTD (ZB347900) has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office. Email: icocasework@ico.org.uk Phone: 0303 123 1113