

# Genestack Privacy Notice

Effective from : 09 December 2025

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## 1. Introduction

Genestack Limited ("Genestack", "we", "us" or "our") is committed to protecting and respecting your privacy. This Privacy Notice explains how we collect, use, disclose and protect personal data when you visit our website, interact with us, or use our services.

This notice has been updated to reflect current UK GDPR, UK Data Protection Act 2018 and EU GDPR requirements and supersedes all previous versions.

Genestack Limited is the data controller for the purposes of applicable data protection laws.

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## 2. Who We Are

Genestack Limited

Registered in England and Wales

Company number: 7778793

VAT number: GB144965974

Registered address: Salisbury House, Station Road, Cambridge, CB1 2LA, United Kingdom

Website: <https://www.genestack.com>

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## 3. Personal Information We Collect

We may collect, store and use the following categories of personal information:

### 3.1 Information you provide directly

- Name
- Email address
- Company name

- Job title
- Location
- Any other information you submit via website forms, email, live chat, demo requests or other communications

This information is typically collected when you:

- Subscribe to newsletters or marketing communications
- Request a demo or meeting
- Contact us with enquiries or support requests

## 3.2 Communications data

- Content of emails, support requests or live chat conversations
- Metadata associated with communications (such as date, time and contact details)

## 3.3 Technical and usage data

- IP address (anonymised where possible)
- Browser type and version
- Operating system
- Pages visited, referral source, length of visit and interactions with the website

This data is collected through cookies and similar technologies (see Section 10).

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## 4. Legal Bases for Processing

We process personal data only where permitted by law. Our lawful bases include:

- Consent – where you have explicitly agreed (e.g. marketing emails)
  - Contract – where processing is necessary to provide requested services
  - Legitimate interests – to operate, improve and secure our website and business
  - Legal obligation – where required to comply with applicable laws
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## 5. How We Use Personal Information

We use personal information for the following purposes:

- To operate, administer and improve our website and business
- To respond to enquiries, support requests and complaints
- To provide requested services, demos or information
- To personalise website content and communications
- To send non-marketing operational communications
- To send marketing communications where you have consented
- To comply with legal and regulatory obligations

We will not use your personal data for purposes that are incompatible with those described in this notice.

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## 6. Marketing Communications

Where you have opted in, we may send you marketing communications by email. You may withdraw your consent at any time by:

- Clicking the unsubscribe link in any marketing email, or
- Contacting us at [marketing@genestack.com](mailto:marketing@genestack.com)

We do not sell or rent your personal data to third parties for marketing purposes.

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## 7. Disclosing Personal Information

We may share your personal data with:

- Our employees, officers and contractors
- Professional advisers (e.g. legal, financial, insurance)
- Service providers and suppliers who process data on our behalf

All such parties are required to process data securely and only in accordance with our instructions.

We may also disclose personal data:

- Where required by law or regulation
- In connection with legal proceedings or potential claims
- To protect or enforce our legal rights

- In the event of a business sale, merger or asset transfer

Except as described above, we do not disclose personal data to third parties.

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## 8. International Data Transfers

Personal data may be processed or stored in countries outside the UK or European Economic Area (EEA). Where this occurs, we ensure appropriate safeguards are in place, such as:

- Adequacy decisions
- Standard contractual clauses
- Other lawful transfer mechanisms

By using our website and services, you acknowledge that such transfers may occur.

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## 9. Data Retention

We retain personal data only for as long as necessary for the purposes for which it was collected, including:

- Fulfilling contractual obligations
- Complying with legal requirements
- Resolving disputes and enforcing agreements

When personal data is no longer required, it is securely deleted or anonymised.

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## 10. Cookies and Similar Technologies

### 10.1 Cookies

Cookies are small text files placed on your device to help websites function and improve user experience. You can control cookies through your browser settings; however, disabling cookies may affect website functionality.

### 10.2 Google Analytics

We use Google Analytics to analyse website usage and performance. IP addresses are anonymised. Data collected is not used for advertising and is not sold to third parties. Further information is available from Google.

## 10.3 Salesforce

We use Salesforce as our customer relationship management (CRM) platform. Salesforce cookies track website interactions and associate them with form submissions. Data is retained for up to two years and used to improve user experience and tailor sales interactions.

You may request access to, correction or deletion of this data by contacting [marketing@genestack.com](mailto:marketing@genestack.com).

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## 11. Security of Personal Information

We implement appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse or alteration.

While we strive to protect data, no internet transmission is completely secure, and we cannot guarantee absolute security.

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## 12. Your Data Protection Rights

Under applicable data protection laws, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure of your data
- Restrict or object to processing
- Request data portability
- Withdraw consent at any time
- Lodge a complaint with the Information Commissioner's Office (ICO)

Requests can be made by contacting us at [info@genestack.com](mailto:info@genestack.com). We may request proof of identity and will respond within statutory timeframes.

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## 13. Third-Party Websites

Our website may contain links to third-party websites. We are not responsible for the privacy practices or content of those sites.

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## 14. Changes to This Privacy Notice

We may update this Privacy Notice from time to time. Any changes will be published on our website, and material changes may be notified by email.

We encourage you to review this notice periodically.

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## 15. Contact Details

If you have any questions about this Privacy Notice or our data practices, please contact us:

Email: [info@genestack.com](mailto:info@genestack.com)

Address: 82–88 Hills Road, Cambridge, CB2 1LQ, United Kingdom

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## 16. Regulatory Information

Genestack Limited is registered as a data controller with the UK Information Commissioner's Office (ICO).

ICO Certificate number 209625