



Privacy Policy

Last updated: 12 July 2026

1. Who we are

This Privacy Policy explains how Heterodyne Limited (“Heterodyne”, “we”, “us”, “our”) collects and uses your personal data.

Company name:	Heterodyne Limited
Registered office:	7 Bell Yard, London WC2A 2JR, United Kingdom
Incorporation:	England and Wales
Email:	info@heterodyne.co.uk

We act as a “controller” of your personal data under the UK General Data Protection Regulation (“UK GDPR”) and the Data Protection Act 2018.

2. What this policy covers

This policy applies when you:

- Visit our website
- Contact us by email or phone
- Request information about our products or services
- Take part in meetings, demos or events we host

It does not cover personal data we process under separate contracts with our customers (for example, grid-modelling projects). Those arrangements are governed by the relevant contract and data processing terms.

3. What data we collect

We may collect and process the following categories of personal data:

a) Contact and business details

- Name
- Job title and role
- Organisation name
- Work email address
- Work phone number

b) Communication data

- Emails you send to us
- Notes from calls, meetings or demos
- Your preferences for how we contact you

c) Website and technical data

- IP address
- Browser type and version
- Device type and operating system
- Pages visited, time and date of visit, time spent on pages
- Referring website or campaign (where available)

This information is typically collected using cookies and similar technologies. See Cookie Policy for more detail.

We do not intentionally collect special category data (such as health, political opinions, or religious beliefs) through our website.

4. How we collect your data

We collect personal data in three main ways:



Directly from you

- When you email us, call us, or otherwise contact us
- When you request a demo, meeting or further information

Automatically when you use our website

- Through cookies and similar technologies that help us understand how visitors use our site and improve it

From third parties

- From professional networking platforms (e.g. LinkedIn) where you interact with our content
- From referrals or introductions made by our partners or contacts

5. How we use your data and legal bases

We use your personal data for the following purposes and on the following legal bases:

a) To respond to enquiries and provide information

- To reply when you contact us by email or phone
- To arrange and conduct meetings, demos or calls

Legal basis: Legitimate interests (to respond to and manage business enquiries).

b) To develop and provide our products and services

- To understand what types of organisations are interested in our grid-modelling tools
- To plan and improve our offering and roadmap

Legal basis: Legitimate interests (to grow and improve our business).

c) To operate and improve our website

- To monitor performance and security of the site
- To understand how visitors use the site and improve content and navigation

Legal basis: Legitimate interests (to run an effective and secure website).

Where required, we rely on your consent for non-essential cookies (see Cookie Policy).

d) To send you relevant updates (limited B2B marketing)

- To send occasional updates about our technology, research, events or publications that may be relevant to your professional role

Legal basis: Legitimate interests (B2B marketing to relevant professionals).

You can opt out at any time (see section 9).

e) To comply with legal and regulatory obligations

- To keep appropriate business records
- To respond to lawful requests from regulators or authorities

Legal basis: Legal obligation.

We do not use your personal data for automated decision-making that produces legal or similarly significant effects.

6. Sharing your data

We may share your personal data with:

- Service providers who help us operate our business (for example, IT hosting, email and analytics providers). These providers act as “processors” and only process data on our instructions.
- Professional advisers such as lawyers, accountants or insurers, where necessary for advice or defence of legal claims.
- Authorities or regulators where we are legally required to do so.

We do not sell your personal data.

7. International transfers

Some of our service providers may be located outside the UK.

Where personal data is transferred outside the UK, we ensure that appropriate safeguards are in place, such as:



- An adequacy regulation by the UK government; or
 - Standard contractual clauses approved by the UK authorities, together with additional safeguards where appropriate.
- You can contact us for more information about these safeguards.

8. How long we keep your data

We keep personal data only for as long as necessary for the purposes described in this policy, including to meet legal, accounting or reporting requirements.

In general:

- Enquiry and communication records are kept for up to 3 years from our last meaningful interaction with you, unless we need to keep them longer for legal reasons.
- Technical and analytics data is kept for shorter periods, typically up to 2 years, depending on the cookie or tool used.

We may retain anonymised or aggregated data that does not identify you.

9. Your rights

Under UK data protection law, you have the following rights (subject to certain conditions):

- Right of access – to obtain a copy of your personal data.
- Right to rectification – to correct inaccurate or incomplete data.
- Right to erasure – to ask us to delete your data in certain circumstances.
- Right to restriction – to ask us to limit how we use your data.
- Right to object – to object to processing based on our legitimate interests, including direct marketing.
- Right to data portability – to receive certain data in a structured, commonly used format and have it transferred to another controller.

You also have the right to withdraw consent where we rely on consent (for example, for non-essential cookies).

To exercise any of these rights, please contact us at: info@heterodyne.co.uk

You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO): www.ico.org.uk

10. Security

We take appropriate technical and organisational measures to protect personal data against unauthorised access, loss, misuse or alteration. However, no system can be completely secure, and we cannot guarantee absolute security of your data.

11. Third-party websites

Our website may contain links to third-party websites or services. This Privacy Policy does not cover those sites. We encourage you to read the privacy information on any other websites you visit.

12. Changes to this policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated "Last updated" date.