



Privacy Policy

Panoramic Data policy document

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1 Document Control

1.1 Revision History

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1.0	2020-04-02	David Bond	Released
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1.9	2026-06-10	David Bond	Annual policy review updates: UK GDPR/DPA wording clarity and privacy policy quality corrections, controller/processor clarity, sharing and cross-border safeguards, role clarity, lawful basis, cross-border safeguards, AI provider processing statement, retention wording.

1.2 Company Information

Panoramic Data Limited	
Document Role	Provider of Services
Address	Panoramic House 46 Heywood Avenue Maidenhead Berkshire SL6 3JA United Kingdom
Telephone No.	+44 (0)8432 899811
Registered in England & Wales	6982102

1.3 Authors & Authorities

Author(s)	Company	Role	E-mail	Contact Number
David Bond	Panoramic Data	Author	david.bond@panoramicdata.com	+44 7761 503 941
Elizabeth Whyman	Panoramic Data	Reviewer	elizabeth.whyman@panoramicdata.com	N/A

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2 Introduction

Panoramic Data Limited (henceforth “PDL” or the “Company”) respects your privacy and is committed to protecting your personal data. This privacy policy explains:

- How, why and when we use your data
- Your privacy rights
- How the law protects you

Please read this policy carefully and contact us if you have any questions or concerns about the privacy practices of Panoramic Data Limited.

2.1 Who are we?

Panoramic Data Limited may act as either a Data Controller or a Data Processor depending on the processing context. For our own business and administrative activities (for example account management, billing, support communications, and website enquiries), Panoramic Data Limited acts as Data Controller. For customer-instructed service delivery activities involving customer datasets, Panoramic Data Limited acts as Data Processor under the customer's instructions as Data Controller.

We are registered with the UK Information Commissioner's Office:

- <https://ico.org.uk/ESDWebPages/Entry/ZB639908>

Panoramic Data Limited is compliant with its obligations under UK GDPR and the Data Protection Act 2018 (as amended), and where applicable the General Data Protection Regulation (EU) 2016/679 (GDPR), by:

- Keeping personal data up-to-date
- Storing and destroying it securely
- Not collecting or retaining data unnecessary for the claimed purpose
- Protecting personal data from loss, misuse, unauthorised access and disclosure
- Ensuring that appropriate measures are in place to protect personal data

2.2 Changes to the policy

If the Company wishes to use your personal data for a new purpose, not covered by this policy, then we will provide you with a copy of our new policy explaining this new use prior to commencing the processing and setting out the relevant purposes and processing conditions. Where and whenever necessary, the Company will seek prior consent to the new processing.

3 Collecting your data

3.1 What data is collected?

Personal data, or personal information, means any information about an individual from which that person can be identified. Identification can be by the information alone or in conjunction with any other information in the Data Processor's possession or likely to come into such possession. The processing of personal data is governed by UK GDPR and the Data Protection Act 2018 (as amended), and where applicable by the General Data Protection Regulation (EU) 2016/679 (GDPR). These frameworks govern data protection, privacy, and international data transfers.

The Company may collect, use, store and transfer the following personal data:

Data Type	Examples
Identity	First name, Last name
Contact Details	Company billing address, user emails
Financial and Transactional	Bank account number, payment details
Usage	Last log on to systems operated by Panoramic Data
Preference	Communication and marketing preferences
Content of Communications	Actual content of emails, messages (e.g., chat logs, SMS, file attachments), voicemails, call recordings, and other forms of direct communication.
Communications metadata	Information about the communication itself, beyond just the content. This may include: • Timestamps: When a communication was sent or received. • Call/Message Logs: Duration of calls, numbers involved (sender/receiver), type of communication (e.g., voice, video, VPN). • Location Data (if applicable): Where a communication originated from or was accessed (e.g., IP address) • Attachments/Files: Information about files shared during communications.

3.2 When is data collected?

Data may be directly collected in the following ways:

- Via postal, telephone, email or website enquiry
- When subscribing to systems operated by Panoramic Data
- When you complete a feedback form in systems operated by Panoramic Data
- When you sign a contract or send a purchase order or other financial document
- When systems operated by Panoramic Data collect that information from your systems for example via API.
- When using our systems and services
- When communicating with Panoramic Data personnel

With your express consent and with credentials you have provided to us, we may also access data about you from:

- Payment and delivery providers
- Third party applications such as LogicMonitor or ServiceNow for example via API

Data may also be collected from:

- Publicly available sources such as Companies House

4 Using your data

Data is processed according to this privacy policy and the applicable law of the country where the data is located. All data is processed in the UK unless otherwise stated in writing and as agreed with you in advance.

Panoramic Data Limited treats your data confidentially and discloses or shares it only when necessary to provide its services to you and in the following circumstances:

- Where you consent to it
- Under the terms of a contract we have with you, for example, to send invoices to the correct address
- For our legitimate business interests if your rights do not override those interests – for example, to provide a quotation or update you on our services
- To conduct normal business operations, for example to make you aware of an issue
- Where we need to comply with a legal or regulatory obligation, for example to retain payment details for compliance with HMRC rules

5 Storing your data

5.1 Where is data stored?

Unless otherwise agreed (see above), all data stored by the Company is stored in one or more of the following locations:

- Our colocation facility in the UK
- Our UK-based Azure cloud facility

Please see our Security Policy for full details on this.

5.2 How is data secured?

The Company has appropriate security measures in place to prevent your personal data from being accidentally changed, deleted or lost, used or accessed by or disclosed to unauthorised parties. Please see our Security Policy for full details on this.

5.3 Who has access to your data?

Your personal data is accessible only to Panoramic Data Limited staff who have with a business need to know. They will process your data on our instructions and are subject to a duty of confidentiality. We have procedures in place to deal with any suspected misuse of data or breach and where we are legally required to do so, would notify you and any applicable regulator if a breach or misuse were to occur.

Where required for service delivery, we may share data with vetted service providers and sub-processors operating under contractual data protection obligations. We do not sell your personal data. Where cross-border processing is required, it is performed only under documented legal safeguards. Analysis of all customer data during processing may include the use of carefully vetted AI providers acting under contractual data protection obligations and documented safeguards.

5.4 For how long is your data kept?

In accordance with GDPR, we retain data for no longer than reasonably necessary to fulfil the purposes for which we collected it, including satisfying any legal, accounting, or reporting requirements.

This is expected to be for the period a customer has a valid contract with Panoramic Data Limited and (where necessary in order to comply with UK tax law and the statute of limitations) for a further six years afterwards.

If you cease to be a system subscriber, we will delete your operational data without undue delay, including user data and connections to third party systems that provide access to protected data, as well as any credentials that you have given us, unless we are required to retain data in accordance with legal, regulatory, or contractual obligations.

Backup copies may persist for the duration of the backup retention cycle and are retained for restoration, resilience, and compliance purposes only. Where data is stored in backups, deletion from backups follows the backup lifecycle and retention controls described above.

6 Analysis and tracking data

6.1 System authentication

When you log on to systems operated by Panoramic Data Limited, you provide your email address and sometimes mobile phone number as part of system authentication. These are retained to enable system authentication and notifications.

6.2 Do we use cookies?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) and that enable the site's or service provider's systems to recognise your browser and capture and remember certain information.

Cookies are used to help us understand your preferences based on previous or current site activity, enabling us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences in the future. We use cookies to:

- Understand and save user's preferences for future visits
- Provide system security

If you disable cookies, some systems and/or system features may not function.

6.2.1 Google cookies

We use third-party cookies (such as the Google Analytics cookies) or other third-party identifiers to compile data regarding user interactions. This information is never shared with third parties.

6.3 How does our site handle 'do not track' signals?

We honour 'do not track' signals and do not track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

7 Your data protection rights

In accordance with GDPR, we respect the right of Data Controllers to access and control their personal data. Specifically, you have the following rights with respect to your data:

- The right to request a copy of the data which Panoramic Data Limited holds about you
- The right to request that Panoramic Data Limited corrects any personal data if it is found to be inaccurate or out of date
- The right to request your personal data is deleted where it is no longer necessary for Panoramic Data Limited to retain such data
- The right to withdraw your consent to the processing of your personal data at any time
- Where applicable, the right to request that the Data Controller provide the Data Subject with their personal data and, where possible, transmit that data directly to another Data Controller (known as the right to data portability)
- The right, where there is a dispute in relation to the accuracy or processing of your personal data, to request a restriction is placed on further processing
- Where applicable, the right to object to the processing of personal data
- The right to lodge a complaint with the Information Commissioners Office

Data Controller rights may be limited, if fulfilling your request may expose personal data about another company or individual, or if with regard to deleting data which we are required by law to keep.

7.1 How to contact us

If you have questions or concerns about our privacy practices, your personal information, or if wish to file a complaint, contact details in the first instance are as follows:

- David Bond
- Panoramic House, 46 Heywood Avenue, Maidenhead, Berkshire SL6 3JA
- Tel: +44 (0)8432 899 811
- Email: david.bond@panoramicdata.com
- Website: www.panoramicdata.com/contact/

7.2 How to contact the appropriate authorities

You have the right at any time to make a complaint to the UK supervisory authority for data protection issues, the Information Commissioners Office (ICO).

- Tel: +44 (0)303 123 1113
- Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, SK9 5AF
- Email: icocasework@ico.org.uk
- Website: <https://ico.org.uk/global/contact-us/email/>

Signed for and on behalf of Panoramic Data Limited	
Signature	
Name	David Bond
Title	Director
Date	2026-06-10