

AI for Global Goals LTD — Privacy Policy

Effective date: 07 October 2025

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AI for Global Goals LTD ("we", "us", or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal data when you visit our website, subscribe to updates, or contact us.

Quick summary: We collect the minimum data needed to respond to enquiries, send you updates (only with your consent), improve our services, and comply with the law. You're in control — you can access, correct, delete, or download your data, and you can opt out of marketing at any time.

1) Who we are (Data Controller)

Data Controller: AI for Global Goals LTD

Legal form: Private limited company incorporated in the United Kingdom. **Registered address:** 27 Old Gloucester Street, London, United Kingdom, WC1N 3AX

Company number: 12035444

Contact email: contact@globalgoals.ai **Data Protection Officer (if appointed):** We have not appointed a DPO as we are not required to under Article 37 GDPR; we keep this under review. **EU Representative (if required under Art. 27 GDPR):** Not currently appointed. If we begin offering goods or services to individuals in the EEA without an EU establishment on more than an occasional basis, we will appoint an EU representative under Article 27 GDPR and update this notice. **UK Representative (if required):** Not applicable (we are established in the UK)

2) What data we collect

Plain-English first: Most of the personal data we have is what **you intentionally give us** (e.g., when you submit a form or email us). We also collect a **small amount of technical data automatically** (like basic analytics and cookies) to keep the site running and improve it. We **do not obtain personal data from third parties without your knowledge** and we **don't engage in covert tracking**.

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

- **Identity data:** name, organisation, role/title.
- **Contact data:** email address, phone number, postal address.
- **Communications:** content of messages you send via contact forms or email and our replies.
- **Subscription data:** newsletter preferences, consent records, opt-in/opt-out timestamps and source.
- **Technical & usage data:** IP address, device identifiers, browser type/version, pages visited, referral source, time zone, cookie identifiers, and analytics events.
- **Marketing & campaign data:** email open/click rates and related metrics (pseudonymous where possible).
- **Recruitment data (if applicable):** CV/resumé, cover letter, work history, references.

We collect information **directly** from you (forms, email, events) and **automatically** via cookies and similar technologies (see **Cookies** below).

We do **not** intentionally collect **special category data** (e.g., health, ethnicity, political opinions) or data about children (see **Children's data**).

3) Purposes and legal bases for processing

We process personal data only where we have a lawful basis under UK GDPR/EU GDPR and, where applicable, the lawful basis required by other laws (e.g., CCPA/CPRA). Our primary bases are **consent**, **legitimate interests**, **contract**, and **legal obligation**.

Purpose	Examples of processing	Legal basis
Responding to enquiries	Read, route, and reply to your messages; keep a record of communications	Legitimate interests (to operate our organisation and respond effectively); Contract if your enquiry relates to services we provide
Newsletters & updates	Send email updates, event invites, project announcements	Consent (you may withdraw at any time)
Account or service delivery (if applicable)	Create/manage accounts, provide paid or free services, troubleshooting	Contract
Analytics & site optimisation	Measure traffic and performance; detect and fix issues	Legitimate interests (to improve and secure our services); where required for non-essential cookies, consent
Marketing	Occasional marketing communications, segmentation, measurement	Consent
Security & fraud prevention	Monitor for abuse; protect our systems	Legitimate interests; Legal obligation where applicable
Legal/compliance	Record-keeping, responding to lawful requests, regulatory obligations	Legal obligation

Where we rely on **consent**, you may withdraw it at any time (see **Your rights**). Where we rely on **legitimate interests**, we balance our interests against your rights and freedoms. You can object to processing based on legitimate interests (see **Your rights**).

4) How we use your data

We use your data to:

- Respond to enquiries and provide support
- Send newsletters and updates (only with your opt-in)
- Operate, maintain, and improve our website and services
- Run analytics and measure the performance of our communications
- Detect, prevent, and investigate security incidents and abuse
- Comply with legal and regulatory requirements

We do not engage in automated decision-making that produces legal or similarly significant effects.

5) Sharing your data (recipients & processors)

We share personal data with trusted service providers (“processors”) who act on our instructions and under a contract. We ensure appropriate safeguards (including data processing agreements, confidentiality, and security). Typical recipients include:

- **Email delivery & marketing:** e.g., Resend, Mailgun, Postmark
- **Cloud hosting & storage:** e.g., Vercel, AWS (Amazon Web Services)
- **Analytics & performance:** e.g., Google Analytics, Plausible (self-hosted or EU option), error monitoring
- **Customer relationship management (CRM):** Not currently used. If this changes, we will update this notice and our processor list.
- **Productivity & collaboration:** e.g., Google Workspace, Notion
- **Event management & surveys (if used):** e.g., Eventbrite, Typeform
- **Professional advisors & legal counsel** (where necessary)
- **Law enforcement/regulators** where required by law

We do not sell personal data. Under the CCPA/CPRA, we do not “sell” or “share” personal information for cross-context behavioural advertising. If this changes, we will update this policy and provide required choices.

A current list of key processors and their roles is available on request at contact@globalgoals.ai.

6) International transfers

Some recipients are located outside the UK/EEA. Where we transfer personal data internationally, we implement one or more of the following safeguards:

- **Adequacy decisions** by the UK or European Commission;
- **Standard Contractual Clauses (SCCs)** issued by the European Commission (with the UK Addendum where required);
- **UK International Data Transfer Agreement (IDTA);**
- **EU-US/UK-US Data Privacy Framework** participation by US recipients (where applicable); and
- **Additional technical/organisational measures**, such as encryption in transit/at rest and access controls.

You may contact us for more information on the specific safeguards for a given transfer.

7) Data retention

We keep personal data only for as long as needed for the purposes described or as required by law. Typical retention periods:

Data category	Typical retention
Enquiry emails and form submissions	Up to 24 months from last interaction, unless a longer period is required for legal claims
Newsletter subscription records (including consent)	For the duration of your subscription + 6 years for audit/compliance
Marketing engagement metrics	24 months (aggregated/anonymised thereafter)
Analytics data (pseudonymous)	14-26 months , per tool settings
Account/service data (if applicable)	For the life of the account + 6 years post-closure where legally required
Legal/compliance records	As mandated by law (usually 6 years in the UK)

When retention ends, we securely delete or anonymise the data.

8) Your rights (UK/EU GDPR)

Subject to conditions and exceptions in law, you have the right to:

- **Access** your personal data and receive a copy
- **Rectify** inaccurate or incomplete data
- **Erase** your data ("right to be forgotten")
- **Restrict** processing in certain circumstances
- **Object** to processing based on legitimate interests or direct marketing
- **Data portability** (receive your data in a structured, commonly used format)

To exercise your rights, email **contact@globalgoals.ai**. We will respond within one month (or as permitted by law). You also have the right to lodge a complaint with your local supervisory authority:

- **UK:** Information Commissioner's Office (ICO) — ico.org.uk
 - **EU:** Contact your national authority — edpb.europa.eu
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9) California residents (CCPA/CPRA)

This section applies only to California residents and only if our activities bring us within the scope of the CCPA/CPRA. If we do not target California or process the personal information of California residents, this section may not apply.

If you are a California resident, you have the right to:

- Know the categories of personal information we collect, the purposes, the categories of sources, and the categories of third parties to whom we disclose it;
- Access and obtain a copy of specific pieces of personal information;
- Delete personal information (subject to exceptions);
- Correct inaccurate personal information;
- Opt out of “sale” or “sharing” for cross-context behavioural advertising (we do not currently sell/share as defined);
- Limit the use/disclosure of sensitive personal information (we do not use SPI to infer characteristics).

We will not discriminate against you for exercising your rights. You can make requests by emailing contact@globalgoals.ai.

10) Cookies, analytics & tracking

We use cookies and similar technologies to operate our site, remember preferences, and run analytics. Categories include:

- **Strictly necessary** (required for core functionality)
- **Performance/analytics** (e.g., understanding page usage)
- **Functional** (e.g., remembering choices)
- **Marketing** (only with your consent)

Where required by law, we request your consent for non-essential cookies via a cookie banner and store your choices. You can change your preferences at any time via our cookie settings link [insert link]. You can also control cookies through your browser settings. See our **Cookie Notice** for details of specific cookies and retention periods.

Analytics settings are configured to use IP masking and limited retention wherever feasible.

11) Data security

We implement technical and organisational measures appropriate to the risk, including:

- Encryption in transit (TLS) and at rest where supported
- Access controls with least-privilege and MFA for administrators
- Regular patching, logging, and monitoring
- Backups and disaster recovery procedures
- Vendor due diligence and data processing agreements
- Staff training and confidentiality commitments

If we become aware of a personal data breach likely to result in a risk to your rights and freedoms, we will notify the relevant authority and affected individuals as required by law.

12) Children's data

Our services are not directed to children. We do not knowingly collect personal data from children under **13** (US) or under the **age of digital consent** in your country (typically 13–16 in the EU/UK). If you believe a child has provided us with personal data, please contact us so we can delete it.

13) Third-party links

Our website may contain links to third-party websites or services. We are not responsible for their privacy practices. We encourage you to read their privacy notices.

14) Changes to this policy

We may update this Privacy Policy from time to time. We will post the updated version on this page and revise the "Last updated" date. If changes are material, we will provide additional notice as required by law.

15) How to contact us

Questions, requests, or complaints about this Privacy Policy or your personal data can be sent to:

Email: contact@globalgoals.ai

Postal: 27 Old Gloucester Street, London, United Kingdom, WC1N 3AX

Appendix A — Categories of personal information (CCPA/CPRA mapping)

We may collect: identifiers (name, email, IP); internet activity (browsing/usage analytics); professional information (role, organisation); geolocation (coarse, from IP); inferences (non-sensitive, limited to engagement preferences); and any information you voluntarily provide in communications. We do not collect precise geolocation, biometric data, or sensitive personal information for the purpose of inferring characteristics.

Appendix B — Key processors (illustrative)

- **Resend/Mailgun/Postmark** — email delivery and marketing
- **Vercel / AWS** — hosting and infrastructure
- **Google Analytics / Plausible** — website analytics
- **Google Workspace** — business productivity
- **Error monitoring (e.g., Sentry)** — diagnostics and stability

Replace placeholders with your actual vendors, data locations, and contact details before publishing. Ensure your Cookie Notice lists specific cookies and retention periods.