

Privacy Policy

Kaizan Limited · Last updated 5 August 2026 · kaizan.ai/privacy-policy/

We are committed to respecting your privacy and protecting your personal data. This privacy policy (“**Policy**”) sets out how we use data relating to you and applies to all use of your personal data by Kaizan Limited, a company registered in England and Wales under company number 13082820 and with registered office Endeavour House, 189 Shaftesbury Avenue, London, England, WC2H 8JR (“**we**”, “**us**” or “**our**”).

This Policy sets out the basis on which personal data will be processed by us. This Policy applies to personal data we may collect from you, or that you provide to us, through or in connection with your use of our software services (the “**SaaS Service**”). This Policy also applies for our websites where we make this Policy available, including: <https://kaizan.ai/> (the “**Website**”). The SaaS Service and the Website are together the “**Services**”. Please read the Policy carefully to understand our views and practices regarding your personal data.

Kaizan acts in two different capacities. Where our customers use the SaaS Service to process communications data — such as emails and call recordings — relating to their own personnel, clients and contacts, we process that data as a **data processor** on the customer’s behalf, under the terms of our Data Processing Agreement; if your data is processed by Kaizan because an organisation you work with uses our Services, that organisation is the data controller and you should direct privacy queries to it in the first instance. This Policy describes the processing for which we act as **data controller**: account, billing, website and marketing data.

The information set out in this Privacy Policy is provided to individuals whose personal data we process (you or your) as data controller, in compliance with our obligations under the Data Protection Act 2018 and the UK GDPR (as defined in the Data Protection, Privacy and Electronic Communications (Amendments etc) (EU Exit) Regulations SI 2019/419) (“**GDPR**”).

We will only collect and process information about you in accordance with this Policy and we will only use information collected about you in accordance with applicable data protection laws.

You have the right to object to the processing of your personal data, including where your personal data is being processed for direct marketing purposes. Further information on this right, and your other rights, is set out below.

If you have any concerns over privacy, or this Policy, contact us at privacy@kaizan.ai.

1. How we collect and use your personal data

1.1 The table below explains what data we collect, how we use it, and which recipients it might be shared with.

1.2 Except as set out below, we do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

Your data	How we use it	Third Party Recipients
Your contact details (collected when you sign up to use our Services as a customer: • Name; • Email address; • Date of birth; • Phone number; • Company name and business contact details; • Job title; • Profile picture.	For the performance of our contractual obligation to provide the licence of the SaaS Service to you, and in accordance with our legitimate interest with operating our business.	N/A
Your email and call data, including	We process this data as a data processor on behalf of our customer, under our Data Processing Agreement; the customer is	To deliver some product features we may call third party

Your data	How we use it	Third Party Recipients
- Email addresses of people that you've sent or received email from - Actual content of the emails, including attachments - Call recordings from video conferencing; including video platform, transcripts, participant name and email addresses, video of the meeting, audio of the meeting.	the data controller. To show you various statistics (like, but not limited to, last contact, time spent per contact) and analyse content to provide health indicators (like, but not limited to, sentiment, pending actions). To provide you with communication analytics and insights, including contact statistics (such as last contact date and time spent per contact) and content analysis for relationship health indicators (such as sentiment analysis and pending action items). The storage, use, and transfer of information received from third-party APIs will adhere to the respective API services user data policies, including any limited use requirements.	foundational model API's. All Kaizan commercial agreements, and integrations, prohibit the use of any data passed to be used in training their models. Microsoft API Services and Google Workspace APIs are not used to develop, improve, or train generalized/non-personalized AI and/or ML models
Your billing information (when you sign up to our Services which require payment): Billing contact details and payment information.	Our legitimate interests in taking payment from you in exchange for your use of our Services, and for complying with our legal obligation for tax, fraud and credit purposes.	We may provide your financial information to our banking providers, to any credit reference agency we use, to authorities and fraud prevention services, and to any third party accounting service we use.
Website support / enquiry information (information we receive when you get in touch with us via our Website): - Name; - Contact details (address, phone number, email); - Details of the organisation you may be contacting us on behalf of; and - Other personal data you may send to us.	In line with the legitimate interest we have in promoting our business, we will process your enquiries to provide you with information about the services we offer. This might include replying to your enquiry. We may also process enquiries to take steps you ask of us with a view to entering into an agreement to provide you with our services. You are under no obligation to provide us with any details, but if you don't provide all relevant information, we may not be able to help.	N/A
Website analytics and usage information (<i>collected automatically when you visit the Website</i>): When you visit our Website, we collect log and analytical information, such as your internet protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use.	We process this information on the basis of our legitimate interests to understand how visitors use our Website and to compile statistical reports regarding that activity (for example, your IP address is used to approximate the country from which you access our Website, and we aggregate this information together so we know that, for example, most of the visitors to our Website are in England). The data is aggregated and/or anonymised so that it would not identify you and as such would not be considered personal data. Where this processing requires consent to the use of cookies or similar technologies, we process this information on the basis of consent. Otherwise we rely on the basis we are pursuing our legitimate interest to understand the use of our Services in order to run the business.	We may share data about you with third party analytics services providers (based outside of the UK and EEA).
Email newsletters (if we operate them) (this information is collected when you sign up for the Services and when you notify us of your marketing preferences): - your email address; and - other information collected and clearly identifiable to you at the point of your signing up to our email newsletter.	We may process your data to make suggestions and recommendations to you and other users of our Services about: (i) news and updates relating to us, our partners, products, services and content; (ii) content, goods and services that may interest you; and (iii) other promotional activity and events we think may be of interest. If required by law, we rely upon your consent in order for us to undertake this data processing activity. You can revoke your consent at any time by letting us know, including by emailing us. Otherwise we rely on the basis we are pursuing our legitimate interest of marketing our business.	We may share data about you with third party providers of marketing automation platforms and email marketing services (based outside of the UK and EEA).

2. Your Rights In Relation To Your Personal Data

2.1 You have certain rights under existing data protection laws, including the right to (upon written request) access a copy of your personal data that we are processing. In accordance with the Data Protection Act 2018 and the GDPR:

2.2 You will have the following rights:

2.2.1 right to access: the right to request certain information about, access to and copies of the personal information about you that we are holding (please note that you are entitled to request one copy of the personal information that we hold about you at no cost, but for any further copies, we reserve the right to charge a reasonable fee based on administration costs); and

2.2.2 right to rectification: the right to have your personal information rectified if it is inaccurate or incomplete; and

2.2.3 in certain circumstances, you will also have the following rights:

2.2.3.1 right to erasure/“right to be forgotten”: the right to withdraw your consent to our processing of the data (if the legal basis for processing is based on your consent) and the right to request that we delete or erase your personal information from our systems (however, this will not apply if we are required to hold on to the information for compliance with any legal obligation or if we require the information to establish or defend any legal claim);

2.2.3.2 right to restriction of use of your information: the right to stop us from using your personal information or limit the way in which we can use it; and

2.2.3.3 right to object: the right to object to our use of your personal information including where we use it for our legitimate interests or for marketing purposes; and

2.2.3.4 right to data portability: the right to receive the personal information you have provided to us in a structured, commonly used and machine-readable format, and to have it transmitted to another controller, where our processing is based on your consent or a contract with you and is carried out by automated means.

2.2.4 right to withdraw consent: where our processing of your personal information is based on your consent, the right to withdraw that consent at any time, without affecting the lawfulness of any processing carried out before you withdraw it.

2.3 If you consider our use of your personal information to be unlawful, you have the right to lodge a complaint with the UK’s supervisory authority, the Information Commissioner’s Office. Please see further information on their website: www.ico.org.uk.

2.4 To make a request in relation to any of the aforementioned rights, please send your request to privacy@kaizan.ai.

2.5 You may request deletion of your personal data by sending an e-mail to privacy@kaizan.ai. Please note that some information may remain in our private records after deletion. We may use any aggregated data derived from or incorporating your personal data but not in any manner that would identify you personally.

3. Disclosure Of Your Personal Data

3.1 We will share your personal data with third parties only in the ways that are described in this Policy.

3.2 Group, suppliers, subcontractors, service providers. We keep your personal data confidential, but may disclose it to any member of our corporate group, our personnel, suppliers or subcontractors insofar as it is reasonably necessary for the purposes set out in this Policy.

3.3 Our own professional advisers and auditors. We may provide your personal data to our advisors to our professional advisers for accounting or legal purposes, or for the purpose of seeking professional advice or to meet our audit responsibilities.

3.4 Government authorities. In addition, we may disclose your personal data to the extent that we are required to do so by law (which may include to government bodies and law enforcement agencies); in connection with any legal proceedings or prospective legal proceedings; and to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention).

3.5 Potential acquirers or investors. If we are involved in a merger, acquisition, or sale of all or a portion of our business or assets, the personal data we hold may be included as part of that sale, in which case you will be notified via email, your account and/or a prominent notice on the website of any changes in ownership or use of your personal data, as well as any choices you may have.

3.6 Enforcement. We may also disclose your personal information to third parties in order to enforce or apply the terms of agreements, to investigate potential breaches, or to protect the rights, property or safety of us, our personnel or customers, or others.

3.7 We only permit our suppliers and subcontractors to process your personal data for specified purposes and in accordance with our instructions. All our third-party service providers are required to take appropriate security measures to protect your personal data.

4. Data Retention

4.1 We will only hold data about you for as long as necessary, bearing in mind the purpose for which that data was collected, or as otherwise described in this Policy.

4.2 To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

5. Marketing

5.1 If you have:

5.1.1 signed up to receive marketing communications (or you have opened an account with us); or

5.1.2 purchased services or products from us in the past and we think you may like to hear about similar products or offers;

we may from time to time send you marketing communications about our own similar products and services.

5.2 You can opt-out of receiving further marketing communications at any time by emailing privacy@kaizan.ai or by following the unsubscribe option included in each marketing email.

6. Security

6.1 We will take commercially reasonable, appropriate technical and organisational measures to ensure a level of security appropriate to the risk that could be encountered via the use of our Services taking into account the likelihood and severity those risks might pose to the rights and freedoms of our Service visitors and customers.

6.2 In particular, we will take precautions to protect against the accidental or unlawful destruction, loss or alteration, and unauthorised disclosure of or access to the personal data transmitted, stored or otherwise processed by us.

7. International Data Transfers

7.1 We will not transfer your personal data to any third party based in any country which is outside the UK unless:

7.1.1 the country or recipient is covered by adequacy regulations made under Article 45 of the UK GDPR;

7.1.2 appropriate safeguards have been put in place which meet the requirements of Article 46 of the UK GDPR (for example, the UK International Data Transfer Agreement (IDTA) issued by the Information Commissioner's Office, or the UK Addendum to the EU Standard Contractual Clauses); or

7.1.3 one of the derogations for specific situations under GDPR Article 49 is applicable to the transfer. These include (in summary):

7.1.3.1 the transfer is necessary to perform, or to form, a contract to which we are a party:

7.1.3.1.1 with you; or

7.1.3.1.2 with a third party where the contract is in your interests;

7.1.3.2 the transfer is necessary for the establishment, exercise or defence of legal claims;

7.1.3.3 you have provided your explicit consent to the transfer; or

7.1.3.4 the transfer is of a limited nature, and is necessary for the purpose of our compelling legitimate interests.

7.2 If you would like to find out more about these safeguards or if you have any other queries or comments in relation to this Policy, please let us know by emailing us at privacy@kaizan.ai.

8. Children

We do not use the Services to knowingly solicit data from or market to children under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at: privacy@kaizan.ai. We will delete such information within a reasonable time.

9. Automatic Decision Making

We do not make decisions based solely on automated data processing, including profiling.

10. General

10.1 If you follow a link from the Service to any third party websites, you should be aware that those websites may have their own privacy policies. We do not accept any responsibility or liability for those websites. Please check the policies of any third party websites before submitting any personal data to those websites.

10.2 We may make changes to this Policy in the future, which will be posted on this page. You should check this page from time to time to ensure you are aware of any changes. Where appropriate we may notify you of changes by email.

10.3 All questions, comments or enquiries should be directed to us. We will try to respond to you within 48 hours or otherwise within a reasonable time.

CONTACT US

E-mail: privacy@kaizan.ai