



Privacy Policy

www.equippedtoscale.com

Operated by Woo Woo Ltd, trading as Equipped

Registered office: The Clock House, Station Approach, Marlow, Buckinghamshire, SL7 1NT

Company number: 05652346

Prepared in accordance with UK GDPR and the Data Protection Act 2018

This Privacy Policy applies to the website www.equippedtoscale.com. Where you are a customer using the Equipped Platform (the "app"), the processing of personal data within the Platform itself is additionally governed by the Data Processing terms in our Terms and Conditions of Service. This Policy focuses on the website: how it collects data through forms, cookies, and general browsing, and your rights in relation to that data.

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1. Who We Are

1.1 This Privacy Policy explains how Woo Woo Ltd, trading as "Equipped" ("Equipped", "we", "us", or "our"), collects, uses, shares, and protects personal data when you visit our website at www.equippedtoscale.com (the "Website"), interact with us through forms or sign-ups on the Website, or otherwise communicate with us in connection with our Services.

1.2 Equipped is registered in England and Wales under company number 05652346. Our registered office is at The Clock House, Station Approach, Marlow, Buckinghamshire, SL7 1NT.

1.3 For the purposes of UK GDPR and the Data Protection Act 2018, Equipped is the data controller in respect of the personal data described in this Privacy Policy. This means we decide how and why your personal data is processed.

Data controller contact: contact@equippedtoscale.com

1.4 This Privacy Policy is separate from, and supplements, the Data Protection provisions in our Terms and Conditions of Service, which apply where Equipped acts as a data processor on behalf of a business customer using our Platform. If you are an employee or end user whose data is processed within the Equipped Platform by a business that is our customer, please refer to that business's own privacy notice in the first instance, as they are the data controller for that processing.

2. The Personal Data We Collect

2.1 We collect personal data about you in the following ways.

2.1 Information you give us directly

When you interact with the Website, you may provide us with personal data, including when you:

- submit a contact form or enquiry;
- book a product demonstration or sales call;
- sign up for a free trial or create an account;
- subscribe to our newsletter or marketing communications;
- download a resource, guide, or checklist;
- register for a webinar or event;
- apply for a role advertised on our careers page;
- apply to our partner programme; or
- otherwise correspond with us by email, telephone, or live chat.

This may include: your name, job title, employer/company name, business email address, telephone number, company size, and the content of any message or enquiry you send us. Where you apply for a role with us, it may also include your CV, covering letter, and related recruitment information.

2.2 Information we collect automatically

When you visit the Website, we automatically collect certain technical information, including:

- your IP address;
- browser type and version;
- device type, operating system, and screen resolution;
- referring website or source (e.g. search engine, social media, advertisement);
- pages visited, time spent on pages, and navigation paths through the Website;
- approximate location derived from your IP address (typically city or region level).

This information is collected through cookies and similar technologies. See clause 4 below for full details.

2.3 Information from third parties

We may also receive personal data about you from third parties, including:

- advertising and analytics partners (such as Google and LinkedIn), where you have interacted with an advertisement or sponsored content that brought you to our Website;
- publicly available sources, such as your employer's website or LinkedIn profile, where this is relevant to a sales or partnership enquiry; and
- business contact data providers, where we are exploring a legitimate business development opportunity with your organisation.

3. How We Use Your Personal Data and Our Lawful Basis for Doing So

3.1 Under UK GDPR, we must have a valid lawful basis for each use of your personal data. The table below sets out the main purposes for which we use personal data collected through the Website, and the lawful basis we rely on for each.

Purpose	Type of data used	Lawful basis
To respond to enquiries submitted via contact forms	Name, email, company, message content	Legitimate interests (responding to enquiries you have initiated)
To arrange and conduct product demonstrations and sales calls	Name, email, telephone, company, role	Legitimate interests; performance of pre-contractual steps
To provide a free trial or set up your account	Name, email, company details, account credentials	Performance of a contract (or steps prior to entering into one)
To send marketing communications about Equipped products and content	Name, email, company, engagement history	Consent (where required) or legitimate interests for existing business contacts, in each case subject to your right to opt out at any time
To provide downloadable resources (guides, checklists)	Name, email, company	Legitimate interests; consent where the download is gated behind a marketing opt-in
To analyse and improve the performance of the Website	Technical and usage data collected via analytics cookies	Consent (for non-essential analytics cookies). See clause 4
To deliver targeted advertising and measure campaign performance	Technical and usage data collected via marketing cookies and pixels	Consent (for non-essential marketing cookies). See clause 4
To process job applications submitted via our careers page	Name, contact details, CV, application materials	Performance of pre-contractual steps; legitimate interests in recruitment
To comply with legal and regulatory obligations	Any relevant personal data required to demonstrate compliance	Compliance with a legal obligation
To detect, prevent, and investigate fraud, abuse, or security incidents	Technical data, account activity, IP address	Legitimate interests in protecting the security of the Website and our Services

3.2 Where we rely on legitimate interests as our lawful basis, we have considered that this processing is reasonably necessary to achieve the relevant purpose, and that this is balanced against your interests, rights, and freedoms. You have the right to object to processing based on legitimate interests. See clause 9.

3.3 Where we rely on consent, you may withdraw that consent at any time, free of charge, by contacting us using the details in clause 14 or, where applicable, by using the unsubscribe link in any marketing communication.

4. Cookies and Similar Technologies

4.1 Our Website uses cookies and similar tracking technologies (such as pixels and local storage) to operate effectively, understand how visitors use the Website, and deliver and measure advertising.

4.2 A cookie is a small text file placed on your device when you visit a website. Cookies allow a website to recognise your device and store certain information about your preferences or past actions.

4.1 Categories of cookies we use

Category	Purpose	Consent required?
Strictly necessary	Required for the Website to function - e.g. session management, security, load balancing, remembering cookie preferences	No - these cannot be switched off as the Website cannot function properly without them. They do not require consent under the Privacy and Electronic Communications Regulations (PECR).
Analytics / performance	Help us understand how visitors interact with the Website (e.g. Google Analytics) so we can improve content and user experience	Yes - set only after you provide consent via our cookie banner
Marketing / advertising	Used to deliver relevant advertising and measure the effectiveness of marketing campaigns across platforms such as Google Ads, LinkedIn, and Meta	Yes - set only after you provide consent via our cookie banner
Functionality	Remember choices you make (such as language or region) to provide a more personalised experience, and support features such as live chat	Yes, unless strictly necessary for a feature you have actively requested

4.3 When you first visit the Website, you will be shown a cookie banner allowing you to accept or reject non-essential cookies, and to manage your preferences by category. You may change your cookie preferences at any time by clicking the cookie preferences link in the Website footer.

4.4 You can also control cookies through your browser settings. Most browsers allow you to refuse or delete cookies; however, if you do so, some parts of the Website may not function as intended.

4.5 We use the following third-party cookies and tracking tools on the Website (this list is reviewed and updated periodically):

- Google Analytics - to analyse website traffic and user behaviour
- Google Ads / Google Tag Manager - to manage tags and measure advertising performance
- LinkedIn Insight Tag - to measure the performance of LinkedIn advertising campaigns
- Meta Pixel - to measure the performance of Facebook/Instagram advertising campaigns
- A live chat widget - to enable real-time support conversations with our team

4.6 Further details of the specific cookies set by each of these tools, including their names, duration, and purpose, are available in our cookie preference centre, accessible via the Website footer.

5. How We Share Your Personal Data

5.1 We do not sell your personal data. We share personal data only in the following circumstances.

5.1 Service providers and processors

We engage trusted third-party service providers to help us operate the Website and deliver our Services. These providers process personal data on our behalf, under contract, and only in accordance with our instructions. They include:

- cloud hosting and infrastructure providers;
- customer relationship management (CRM) and marketing automation platforms;
- email delivery and newsletter platforms;
- analytics and advertising platforms (as described in clause 4);
- live chat and customer support tools;
- payment processors, where you make a payment in connection with our Services;
- professional advisers, including legal, accountancy, and insurance providers.

5.2 Business transfers

If Equipped is involved in a merger, acquisition, restructuring, or sale of all or part of its business or assets, personal data may be transferred to the relevant party as part of that transaction. We will take steps to ensure your personal data continues to be protected in line with this Privacy Policy.

5.3 Legal and regulatory disclosures

We may disclose personal data where we are required to do so by law, regulation, or a valid request from a court, law enforcement agency, or other governmental or regulatory authority, or where disclosure is necessary to protect our rights, property, or safety, or that of our customers or others.

5.4 With your consent

We may share personal data with other third parties where you have given your specific consent to that sharing.

6. International Data Transfers

6.1 We primarily store and process personal data within the United Kingdom and the European Economic Area (EEA). However, some of our third-party service providers (for example, certain cloud hosting, analytics, or marketing platforms) may process personal data outside the UK and EEA, including in the United States.

6.2 Where we transfer personal data outside the UK, we ensure an adequate level of protection is in place by relying on one or more of the following safeguards:

- transferring data to a country that the UK government has confirmed provides an adequate level of data protection;
- using the UK International Data Transfer Agreement (IDTA) or the UK Addendum to the EU Standard Contractual Clauses with the data importer; or
- relying on a recognised certification scheme, such as the UK Extension to the EU-US Data Privacy Framework, where applicable to the relevant provider.

6.3 You can request further information about the safeguards we have put in place for a specific transfer by contacting us using the details in clause 14.

7. How Long We Keep Your Personal Data

7.1 We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including to satisfy any legal, regulatory, accounting, or reporting requirements.

7.2 The criteria used to determine our retention periods include: the length of time we have an ongoing relationship with you; whether there is a legal obligation to which we are subject; and whether retention is advisable considering our legal position (such as for statutes of limitation, litigation, or regulatory investigations).

Data type	Typical retention period
General enquiry / contact form submissions	24 months from last contact, unless a longer period is required to resolve an ongoing matter
Demo bookings and sales pipeline data	Up to 36 months from last interaction, or for as long as you remain an active prospect
Marketing communication preferences and engagement data	Until you withdraw consent or opt out, or after 24 months of inactivity, whichever is sooner
Job applications	12 months from the date of application, to allow consideration for future vacancies (unless you ask us to delete it sooner)
Cookie and analytics data	As set out in our cookie preference centre - typically between 24 hours and 24 months depending on the specific cookie
Account and customer data (where a contract is in place)	For the duration of the contract plus a period afterward as set out in our Terms and Conditions of Service

7.3 Where personal data is no longer needed, we will securely delete, anonymise, or aggregate it so that it can no longer be associated with you.

8. How We Protect Your Personal Data

8.1 We take the security of your personal data seriously and have implemented appropriate technical and organisational measures designed to protect it against unauthorised access, alteration, disclosure, or destruction. These measures include:

- encryption of data in transit (using TLS/SSL) and at rest;
- access controls restricting personal data to authorised personnel on a need-to-know basis;
- regular security testing, including penetration testing, of our systems;
- staff training on data protection and information security;
- contractual obligations on our third-party service providers to maintain appropriate security standards.

8.2 While we take reasonable steps to protect your personal data, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

8.3 If we become aware of a personal data breach that poses a risk to your rights and freedoms, we will notify the Information Commissioner's Office (ICO) within 72 hours, as required by UK GDPR, and will notify you directly without undue delay where the breach is likely to result in a high risk to you.

9. Your Rights Under UK GDPR

9.1 Subject to certain conditions and exemptions set out in UK GDPR and the Data Protection Act 2018, you have the following rights in relation to your personal data:

Right of access

You have the right to request a copy of the personal data we hold about you, along with information about how and why we process it.

Right to rectification

You have the right to ask us to correct any personal data we hold about you that is inaccurate or incomplete.

Right to erasure ("right to be forgotten")

You have the right to ask us to delete your personal data in certain circumstances, such as where it is no longer necessary for the purpose for which it was collected, or where you withdraw consent and there is no other lawful basis for processing.

Right to restrict processing

You have the right to ask us to suspend the processing of your personal data in certain circumstances, such as where you contest the accuracy of the data or object to our processing pending verification of overriding grounds.

Right to data portability

Where processing is based on consent or contract and carried out by automated means, you have the right to receive your personal data in a structured, commonly used, machine-readable format, and to have it transferred to another data controller.

Right to object

You have the right to object to our processing of your personal data where we rely on legitimate interests as our lawful basis, and to object at any time to processing for direct marketing purposes (including profiling related to such marketing).

Rights related to automated decision-making

You have the right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you, except in limited circumstances permitted by law. We do not currently use automated decision-making in a way that produces such effects through the Website.

Right to withdraw consent

Where we rely on your consent to process personal data, you have the right to withdraw that consent at any time, without affecting the lawfulness of processing carried out before you withdrew it.

9.2 How to exercise your rights

To exercise any of these rights, please contact us using the details in clause 14. We will respond to your request within one calendar month, although this may be extended by a further two months for complex or numerous requests, in which case we will let you know.

We may need to request specific information from you to confirm your identity before responding to a request, as a security measure to ensure personal data is not disclosed to anyone who does not have the right to receive it.

There is no fee for exercising your rights, although we may charge a reasonable administrative fee if your request is clearly unfounded, repetitive, or excessive.

10. Children's Privacy

10.1 Our Website and Services are directed at businesses and are not intended for use by individuals under the age of 18. We do not knowingly collect personal data from children.

10.2 If you believe we may have inadvertently collected personal data from a child, please contact us using the details in clause 14, and we will take steps to delete that information promptly.

11. Marketing Communications

11.1 Where you have provided consent, or where you are an existing business contact and we are relying on legitimate interests in accordance with the Privacy and Electronic Communications Regulations (PECR) and the "soft opt-in" rules applicable to similar products or services, we may send you marketing communications about Equipped's products, services, content, and events.

11.2 You can opt out of receiving marketing communications from us at any time by:

- clicking the "unsubscribe" link included in any marketing email;
- contacting us using the details in clause 14; or
- updating your communication preferences within your Equipped account, where applicable.

11.3 Please note that even if you opt out of marketing communications, we may still send you service-related communications, such as updates about your account, changes to our terms or policies, or responses to enquiries you have raised, as these are necessary for the performance of our contract with you or for our legitimate interests in maintaining our relationship with you.

12. Links to Other Websites

12.1 The Website may contain links to third-party websites, plug-ins, and applications (such as social media sharing buttons). Clicking on those links or enabling those connections may allow third parties to collect or share data about you.

12.2 We do not control these third-party websites and are not responsible for their privacy practices. We encourage you to read the privacy policy of every website you visit.

13. Changes to This Privacy Policy

13.1 We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will post any updated version on this page and update the "last reviewed" date accordingly.

13.2 Where changes are material, we will take reasonable steps to notify you, such as by displaying a prominent notice on the Website or, where appropriate, contacting you directly.

13.3 We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your personal data.

14. How to Contact Us

14.1 If you have any questions about this Privacy Policy, or wish to exercise any of your rights under UK GDPR, please contact us:

Email: contact@equippedtoscale.com Postal address: Woo Woo Ltd, The Clock House, Station Approach, Marlow, Buckinghamshire, SL7 1NT, United Kingdom

14.2 We have not formally appointed a Data Protection Officer, as this is not currently a requirement for our organisation under UK GDPR. Should you wish to raise a data protection matter, please direct it to the contact above, and it will be handled by the appropriate member of our team.

15. How to Complain

15.1 We hope that we can resolve any query or concern you raise about our use of your personal data. If you remain dissatisfied, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK's independent supervisory authority for data protection.

Information Commissioner's Office Website: www.ico.org.uk Telephone: 0303 123 1113 Postal address: Information Commissioner's Office, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, United Kingdom

15.2 We would, however, appreciate the opportunity to address your concerns directly before you approach the ICO, so please do contact us in the first instance using the details in clause 14.
