



WEBSITE PRIVACY AND COOKIE NOTICE.

Overview.

This notice explains what personal information th3rdcurve collects through its website and business interactions, why it is used, who it may be shared with, how long it is retained and the rights available to individuals.

1. Who we are

th3rdcurve Ltd (referred to as “th3rdcurve”, “we”, “us” or “our”) is the controller of the personal information described in this notice. This means that we decide why and how that information is used.

Legal entity	Registered office	Business/contact address
TH3RDCURVE LIMITED Company number: 10517648	Tennyson House Cambridge Business Park Cambridge, Cambridgeshire United Kingdom, CB4 0WZ	Unit GG.330, The Metal Box 30 Great Guildford Street London, SE1 0HS Email: info@th3rdcurve.com

This notice applies to www.th3rdcurve.com and its subdomains, and to related enquiries and business communications. A separate Job Applicant Privacy Notice applies to applications for employment or consultancy roles and should be made available at the point of application.data.

2. Data protection law

We process personal information in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, the Privacy and Electronic Communications Regulations 2003 (PECR), and those laws as amended by the Data (Use and Access) Act 2025 and other applicable legislation.

If another data protection law applies to a particular activity, including the EU GDPR, we will meet the additional requirements that apply to that processing.

3. Information we collect

Information you provide

- Identity and contact details, such as your name, job title, organisation, business address, email address and telephone number.
- Information contained in an enquiry, message, proposal request, event registration or other communication.
- Marketing and communication preferences, including records of consent, objections and unsubscribes.
- Information connected with a prospective or existing client, supplier, partner or professional relationship.
- Recruitment information where you apply for a role. Further details are provided in our Job Applicant Privacy Notice.

Information collected automatically

When you use the website, we and our service providers may collect technical and usage information, including your IP address, browser and device type, operating system, referring page, pages viewed, dates and times of access, approximate location derived from your IP address, cookie identifiers, consent choices and information about how you interact with the website.

Information obtained from other sources

We may receive professional contact information from colleagues, clients, suppliers, event organisers, recruitment agencies, professional networking platforms such as LinkedIn, public company websites and other lawful public or commercial sources. Where required, we will provide this notice within the applicable period and explain the source of the information.

Please do not submit confidential client information, special category information or information about another person through a general website form unless it is necessary and you are authorised to do so.

4. How and why we use personal information

Activity and information	Purpose	Lawful basis
Website enquiries and correspondence: identity, contact and message information	To respond to enquiries, provide requested information, arrange discussions and take steps requested before a possible contract.	Legitimate interests in communicating and developing our business; or steps before entering into a contract.
Client, supplier and partner relationships: professional contact and relationship information	To establish, manage and develop professional and commercial relationships and deliver agreed services.	Performance of a contract; steps before a contract; and legitimate interests in managing our business.

Website operation and security: technical, device and log information	To provide, protect, troubleshoot and maintain the website, prevent misuse and investigate security incidents.	Legitimate interests in operating a secure and effective website; and legal obligations where applicable.
Analytics and website improvement: cookie, device and usage information	To measure audiences, understand use, improve content and evaluate website performance.	Consent where required by PECR; and legitimate interests for subsequent processing where appropriate. Certain limited uses may be exempt from consent where the law permits and the required safeguards are met.
Marketing: professional contact details, interests and preferences	To send relevant insights, company news, invitations and information about our services, and measure engagement.	Consent where required; the PECR soft opt-in where valid; or legitimate interests for permitted business-to-business marketing.
Legal, regulatory and corporate matters: relevant records and correspondence	To comply with law, respond to regulators, establish or defend legal claims, obtain advice, prevent fraud and support a sale, restructuring or acquisition.	Legal obligation; recognised or other legitimate interests; and establishment, exercise or defence of legal claims.
Recruitment: application and assessment information	To manage recruitment and assess suitability for a role.	As described in our separate Job Applicant Privacy Notice.

Where we rely on legitimate interests, we consider the purpose, necessity and potential impact on individuals. You may ask for further information about that assessment.

5. Marketing communications

We may send relevant business-to-business communications where permitted by law and where our interests are not overridden by your rights. We will obtain consent where PECR requires it. We will use the products and services soft opt-in only where its legal conditions are satisfied, including that contact details were obtained during a sale or negotiations for a sale, the marketing concerns our own similar services, and a clear opt-out was offered when the details were collected and in every later message.

You can object to direct marketing or unsubscribe at any time by using the link in a message or emailing info@th3rdcurve.com. We may retain the minimum information necessary on a suppression list so that we continue to respect your choice.

6. Cookies and similar technologies

Cookies and similar technologies, including pixels, tags, scripts and local storage, may store or access

information on your device. We use them to operate and protect the website, remember choices, understand website use and, where enabled, assess communications and campaigns.

Category	What it does	Consent approach
Strictly necessary	Supports core website operation, security, network management and the recording of privacy choices.	Used without consent where the legal exemption applies.
Analytics and performance	Helps us understand visitor numbers, navigation and performance so that we can improve the website.	Used only with consent unless a specific statutory exemption applies and all conditions and safeguards are met.
Functionality	Remembers choices and enables enhanced website features.	Used with consent unless strictly necessary or another statutory exemption applies.
Advertising or campaign measurement	Measures campaigns or enables content and advertising to be tailored across services.	Used only with consent, if these technologies are used.

Your cookie choices

When you first visit, the cookie banner allows you to accept all cookies, reject non-essential cookies or manage preferences. Non-essential technologies will not be activated before consent where consent is required. You can change or withdraw your choice at any time through the "Cookie Settings" link in the website footer. Withdrawing consent does not affect processing that took place before withdrawal.

The live Cookie Settings panel provides the current cookie schedule, including cookie or technology name, provider, purpose, category and duration. Because website technologies can change, that live schedule forms part of this notice and should be kept accurate through regular cookie scans.

7. Who we share information with

We share personal information only where necessary and lawful. Recipients may include:

- employees, consultants and authorised personnel who need the information for their work;
- website hosting and content-management providers, including Wix;
- IT, cloud hosting, email, collaboration, cybersecurity, analytics, CRM, recruitment and marketing service providers;
- professional advisers, including lawyers, accountants, auditors and insurers;
- clients, delivery partners, suppliers or subcontractors where necessary for an enquiry, proposal or service;
- th3rdcurve Inc or another group company where necessary for an international enquiry or group operation;

- courts, regulators, law-enforcement bodies and public authorities where required or permitted by law; and
- a prospective buyer, investor or adviser in connection with a sale, merger, restructuring or transfer of the business.

Service providers acting as processors may use personal information only on our documented instructions and must apply appropriate confidentiality, security, assistance and deletion obligations. Some recipients act as independent controllers and are responsible for their own compliance.

8. International transfers

Some website, cloud and group services may involve storing or accessing personal information outside the UK, including in the United States. Before making a restricted transfer, we will use a lawful transfer mechanism and assess whether appropriate protection is provided.

Depending on the destination and recipient, this may include UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or another mechanism permitted by law. Additional contractual, organisational or technical safeguards will be used where appropriate. You may contact us for further information about the safeguards relevant to your information.

9. How long we keep information

We retain personal information only for as long as it is reasonably needed for the relevant purpose, including legal, regulatory, tax, accounting, contractual and dispute-resolution requirements. Our standard approach is set out below and may be adjusted where a longer or shorter period is justified.

Record	Standard retention approach
General website enquiries	Up to 24 months after the enquiry is closed, unless it develops into a business relationship or a longer period is reasonably required.
Prospective client and professional relationship records	Up to 24 months after the last meaningful interaction, with periodic review, unless retained for an active opportunity or relationship.
Client, supplier and contractual records	During the relationship and normally for six years after it ends, subject to applicable legal, tax, contractual or claims requirements.
Marketing contact records	Until you opt out or the record is no longer relevant, with periodic review. Minimal suppression information may be kept for as long as necessary to respect an objection.
Website security logs	Normally up to 12 months, unless required longer to investigate an incident or meet legal requirements.
Analytics and cookies	For the duration stated in the live Cookie Settings panel and according to the configured retention period of the relevant service.
Recruitment records	As stated in the Job Applicant Privacy Notice.

When information is no longer required, it will be securely deleted, anonymised or otherwise removed from active use. Limited copies may remain in protected backups until overwritten through the normal backup cycle.

10. Security

We use proportionate technical and organisational measures intended to protect personal information from accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access. Measures include access controls, authentication, approved cloud services, device and account protection, supplier controls, backup and recovery arrangements, confidentiality obligations, incident procedures and removal of access when it is no longer required. th3rdcurve maintains Cyber Essentials certification as part of its wider security arrangements.

No internet transmission or storage system can be guaranteed to be completely secure. Please contact us promptly if you believe personal information connected with th3rdcurve has been compromised.

11. Your data protection rights

Depending on the circumstances, you may have the right to:

- be informed about how your personal information is used;
- request access to your personal information;
- ask us to correct inaccurate or incomplete information;
- ask us to erase information in certain circumstances;
- ask us to restrict processing in certain circumstances;
- receive information you provided in a portable format where the right applies;
- object to processing based on legitimate interests;
- object at any time to the use of your information for direct marketing;
- withdraw consent at any time where processing relies on consent; and
- receive safeguards in relation to solely automated decisions that have legal or similarly significant effects.

These rights are not absolute and exemptions may apply. We may need to verify your identity before acting on a request. We do not currently use website information to make solely automated decisions that have legal or similarly significant effects on individuals.

To exercise a right, email info@th3rdcurve.com. We will respond within the period required by law and will normally not charge a fee. A reasonable fee may be charged, or a request refused, where the law permits this, including for certain manifestly unfounded or excessive requests.

12. Complaints

If you are concerned about how we use personal information, please email info@th3rdcurve.com. We will facilitate complaints, acknowledge a data protection complaint within 30 days and respond without undue delay, as required by applicable law.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority: Information Commissioner's Office. Website: <https://ico.org.uk/make-a-complaint/> | Telephone: 0303 123 1113 | Address: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

13. Children

The website is intended for business and professional audiences and is not directed at children. We do not knowingly seek to collect personal information from children through the website. If you believe that a child has provided information to us, please contact us.

14. Links and third-party services

The website may link to websites, platforms or social media services operated by other organisations. Their use of personal information is governed by their own privacy information. We are not responsible for the content or privacy practices of external services that we do not control.

15. Changes to this notice

We will review this notice regularly and update it when our website, processing activities, suppliers or applicable law change. The effective date at the top shows when it was last updated. Where a change materially affects individuals, we will take reasonable steps to bring it to their attention before the new processing begins.

16. Contact us

For questions, rights requests or complaints about personal information, contact:
th3rdcurve Ltd. Email: info@th3rdcurve.com | Unit GG.330, The Metal Box, 30 Great Guildford Street, London, SE1 0HS.