

Privacy & GDPR Policy

Uptero Group Ltd

Last updated: 01/10/2026

Uptero Group Ltd ("Uptero", "we", "us", "our") respects your privacy and is committed to protecting your personal data. This policy explains what personal information we collect, how we use it, who we share it with, and your rights under the UK GDPR and the Data Protection Act 2018.

The data controller for personal information collected under this policy is Uptero Group Ltd, Unit G10C, Frome Business Park, Manor Road, Frome, BA11 4FN. For any privacy question, contact us at office@uptero.co.uk.

1. Information We Collect

Information you provide to us, which may include:

- Contact and business information, such as your name, company details, job title, address, email address and phone number.
- Orders, enquiries, quotation requests, service and rental requests, and any comments or questions you send us.
- Account details, including login credentials where you register an account.
- Your preferences, such as preferred methods of communication and the products you are interested in.

Payment information. Where you make a purchase, payment is processed securely by our payment provider. We do not store or record full payment card details.

Information collected automatically from your device. When you use our website we may collect technical information such as device type, browser type, IP address, operating system and usage data, through cookies and similar technologies. We do not collect precise real-time location data from your device unless you give us permission to do so.

2. Cookies and Similar Technologies

A cookie is a small file placed on your device when you visit a website. We use session cookies, which expire when you close your browser, and persistent cookies, which remain until they expire or you delete them. Cookies are used to make the site work, to remember your preferences, and to understand how the site is used. You can manage or disable cookies through your browser settings, though some parts of the site may not function correctly as a result. Where required, we will ask for your consent to non-essential cookies.

3. How We Use Your Information and Our Legal Bases

We use your personal information to operate our business and provide our products and services. Our legal bases under the UK GDPR are:

- Performance of a contract, for example to process and fulfil your orders, provide servicing or rental, and manage your account.

- Our legitimate interests, for example to run and improve our business, respond to enquiries, provide customer support, and prevent fraud.
- Your consent, for example to send you marketing communications or to set non-essential cookies. You can withdraw consent at any time.
- Compliance with a legal obligation, for example to keep accounting and tax records.

4. When We Share Your Information

We do not sell your personal information. We may share it with:

- Service providers who act on our behalf, such as payment processors, delivery and logistics partners, and IT and hosting providers, who are required to protect your information and use it only to provide services to us.
- INNO Instrument, as the manufacturer of the equipment we supply, where necessary for warranty support, servicing, repair or spare parts.
- Professional advisers, and regulators or authorities, where we are required to do so by law or to establish, exercise or defend legal claims.
- A third party in connection with a sale, merger or reorganisation of our business, in which case we will take appropriate steps to protect your information.

5. Analytics

We use third-party analytics services, which may include services provided by Google, to understand how visitors engage with our website so we can improve it.

6. Security of Your Information

We maintain reasonable safeguards to protect the confidentiality, security and integrity of your personal information. However, no method of transmission over the internet is completely secure, and we cannot guarantee the security of information provided over the internet.

7. Retention of Your Information

We keep your personal information for no longer than is necessary for the purposes for which it was collected, except where we are required to retain it for longer to meet legal, accounting or reporting requirements.

8. Your Rights

Under the UK GDPR you have the right to access, rectify, erase, restrict and object to the processing of your personal data, the right to data portability, and the right to withdraw consent where processing is based on consent. To exercise any of these rights, contact us at office@uptero.co.uk. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk.

9. Children

Our website and services are intended for business customers and are not directed at children. We do not knowingly collect personal information from children.

10. Links to Third-Party Sites

Our website may contain links to websites operated by third parties. We provide these links as a convenience and are not responsible for the privacy practices or content of those sites. Please review their privacy policies.

11. Changes to This Policy

We may update this policy from time to time. Any changes will be posted on this page, and material changes will be highlighted where appropriate.

12. Contact Us

If you have any questions about this policy or how we handle your personal information, please contact us:

Uptero Group Ltd, Unit G10C, Frome Business Park, Manor Road, Frome, BA11 4FN. Email: office@uptero.co.uk.