

PRIVACY NOTICE

Version 1.0 | September 2026

1. Who We Are

This privacy notice explains how Sallisco Ltd trading as Airmetrix ("Airmetrix", "we", "us" or "our") collects, uses, stores and shares personal information when you contact us, request a quotation, book a service, visit our website or otherwise interact with us.

Data controller: Sallisco Ltd trading as Airmetrix

Registered/business address: 40 Cleveland Avenue, North Hykeham, Lincoln, LN6 9TH

Privacy email: info@airmetrix.co.uk

Telephone: 01522275277

Company number: 16361540

Website: www.airmetrix.co.uk

2. Information We May Collect

- Identity and contact information, such as your name, business name, postal address, email address and telephone number.
- Enquiry, quotation and booking information, including correspondence, requested services, dates, site details and access arrangements.
- Billing and transaction information, including invoice details and payment status. We do not intend to store full payment-card details where payment is handled by a payment provider.
- Site and property information supplied by you or reasonably required to plan and deliver an assignment.
- Survey and inspection information, including photographs, video, annotations, reports and observations connected with the commissioned work.
- Drone and media imagery. Aerial or ground-based photography/video may incidentally capture identifiable individuals, vehicles, neighbouring property or other personal information.
- Website and technical information where applicable, such as IP address, device/browser information, cookie identifiers and website usage information.
- Marketing preferences and records of consent or objections where applicable.

3. How We Use Personal Information

- To respond to enquiries and prepare quotations.
- To create, administer and fulfil bookings and contracts.
- To plan safe and lawful drone operations, including site and operational planning.
- To carry out Survey and Media assignments and deliver reports, photographs, video and other agreed outputs.
- To communicate with clients before, during and after an assignment.
- To issue invoices, maintain accounting records and manage payments.
- To manage complaints, disputes, insurance matters and legal claims.
- To maintain appropriate operational, safety and business records.
- To improve our services and administer our website and systems.
- To send marketing communications where permitted and to manage marketing preferences.

4. Lawful Bases

UK data protection law requires us to have a lawful basis for using personal information. Depending on the circumstances, Airmetrix may rely on:

Contract — where processing is necessary to take steps at your request before entering into a contract or to perform our contract with you.

Legal obligation — where we need to use or retain information to comply with a legal or regulatory obligation.

Legitimate interests — where the use is necessary for our legitimate business interests or those of a third party and those interests are not overridden by your rights and interests. Examples may include operating and protecting our business, maintaining records, preventing misuse, handling disputes and improving services. We will assess the appropriateness of this basis where required.

Consent — where we have asked for and obtained your consent. Where consent is the basis, you may withdraw it at any time.

5. Drone, Survey & Media Imagery

The nature of drone and media work means imagery may sometimes contain personal information even where an individual is not the subject of the assignment.

Airmetrix will take reasonable steps to minimise unnecessary capture and use of identifiable people and other personal information, taking account of the purpose of the assignment, safety requirements and the practical circumstances of the operation.

Imagery commissioned by a client may be supplied to that client as part of the agreed deliverables. The client may have separate data-protection responsibilities for its subsequent use of that material.

Airmetrix will not use client imagery for portfolio, promotional or social-media purposes where doing so would breach an agreed confidentiality restriction or where another lawful basis or permission is required.

6. Where We Obtain Information

We may obtain personal information directly from you, from an organisation you represent, from a client commissioning work at a site, from property/site contacts, from our website or booking forms, and from publicly available sources where reasonably necessary for an assignment or business administration.

Where information is obtained from someone other than the individual it relates to, we will provide privacy information where required by law, subject to applicable exemptions.

7. Who We May Share Information With

Where necessary, personal information may be shared with:

- Clients and authorised representatives where necessary to deliver the commissioned service.
- Professional advisers, insurers, accountants and legal advisers.
- IT, website hosting, cloud storage, communications, form/booking, accounting and payment service providers acting on our behalf.
- Subcontractors or other professional operators engaged for an assignment, where applicable.
- Regulators, law-enforcement bodies, courts or other authorities where disclosure is required or permitted by law.

Current key service providers/processors: Jotform, Make, Google Cloud storage, OpenAI, Microsoft OneDrive

We do not sell personal information.

8. International Transfers

Some technology or cloud service providers may process or store personal information outside the UK. Where this occurs, we will ensure that an appropriate lawful transfer mechanism or safeguard is used where required.

9. How Long We Keep Information

We keep personal information only for as long as reasonably necessary for the purpose for which it was collected, including legal, accounting, insurance, contractual and operational requirements.

Information	Retention
Enquiries that do not become clients	12 months
Quotes, contracts, invoices and accounting records	48 Months
Client correspondence and project records	48 Months
Survey reports and inspection imagery	24 Months

Media project files / raw footage	24 Months
Operational / flight records	12 Months
Marketing records and preferences	24 Months

10. Security

We use appropriate organisational and technical measures designed to protect personal information against unauthorised access, loss, alteration, disclosure or destruction. Access to information is limited to those who reasonably need it for their work.

11. Your Data Protection Rights

Depending on the circumstances and lawful basis, you may have rights including:

- Access — to ask for copies of your personal information.
- Rectification — to ask us to correct inaccurate or incomplete information.
- Erasure — to ask us to delete personal information in certain circumstances.
- Restriction — to ask us to restrict the use of personal information in certain circumstances.
- Objection — to object to certain processing, including processing based on legitimate interests and direct marketing.
- Data portability — in certain circumstances, to ask for information you provided to be transferred to you or another organisation.
- Withdrawal of consent — where we rely on consent, to withdraw it at any time.

RIGHT TO OBJECT: Where we rely on legitimate interests, you may have the right to object to that processing. You can always object to the use of your personal information for direct marketing.

To exercise a data-protection right, contact us using the details in section 1. Rights are subject to applicable legal conditions and exemptions.

12. Marketing

We will only send electronic marketing where permitted by applicable law. You can ask us to stop sending marketing communications at any time by using any unsubscribe method provided or by contacting us.

We may retain a minimal suppression record where necessary to ensure that a marketing opt-out continues to be respected.

13. Cookies & Website Analytics

If our website uses non-essential cookies or similar technologies, we will provide appropriate information and obtain consent where required. Details should be set out in a separate Cookie Notice or cookie-management tool.

14. Automated Decision-Making

Airmetrix does not currently intend to make decisions about individuals based solely on automated processing that produce legal or similarly significant effects.

15. Complaints

If you have concerns about how we use your personal information, please contact Airmetrix first using the details in section 1 so that we can investigate.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK's data-protection regulator:

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113

Website: ico.org.uk/make-a-complaint

16. Changes to This Notice

We may update this privacy notice when our services, systems, suppliers or legal obligations change. The current version and effective date should be shown on our website and other relevant client-facing locations.

Document Control

Document	Airmetrix Privacy Notice
Version	1.0
Effective date	September 2026
Owner	Sallisco Ltd trading as Airmetrix
Next review	15/12/2026