

Paragon Nexus Privacy Notice

Last updated: 03/09/2026

Effective from: 03/09/2026

1. Who we are

Paragon Nexus provides social media management, content creation, automation, artificial intelligence and lead capture/integration services to businesses.

For the purposes of UK data protection law, Paragon Nexus is the controller of personal information where we determine why and how that information is used.

This Privacy Notice explains how we collect, use, store and share personal information when you interact with Paragon Nexus, enquire about our services, become a client, visit our website or otherwise communicate with us.

Business name: Paragon Nexus LTD

Website: paragonnexusltd.com

Business address: 9 Herrington Close, Langley Park, DH7 9FS

Privacy contact: privacy@paragonnexusltd.com

If you have questions about this Privacy Notice or how we use your personal information, you can contact us using the details above.

2. Information we may collect

Depending on how you interact with us, we may collect and process the following categories of personal information.

Identity and business information

This may include:

- your name;
- job title or role;
- the organisation you work for; and
- information about your business or professional activities.

Contact information

This may include:

- business or personal email address;
- telephone number;

- business address; and
- social media profile or username.

Enquiry and communication information

We may retain information contained in communications with us, including:

- emails;
- telephone call notes;
- social media messages;
- meeting notes;
- website enquiries;
- information about services you are interested in; and
- correspondence relating to our services.

Client and contractual information

If you become a client, we may process information relating to:

- services purchased;
- contracts and agreements;
- project requirements;
- account contacts;
- invoices;
- payment status;
- billing information; and
- communications concerning our business relationship.

We do not intend to store complete payment card or online banking credentials.

Sales and marketing information

We may record information such as:

- how we identified or first contacted you;
- previous communications with you;
- services that may be relevant to your organisation;
- sales status;
- whether you have asked us not to contact you; and
- other information necessary to manage our business development activities.

Website and technical information

When our website becomes operational, we may collect certain technical information relating to its use, such as IP address, browser or device information, website activity and cookie or similar technology information.

The exact technologies used on our website will be reflected in this Privacy Notice and our cookie information before relevant tracking technologies are deployed.

3. How we collect personal information

We may obtain personal information directly from you when you:

- contact us;
- make an enquiry;
- communicate with us by email, telephone or social media;
- meet us in person;
- complete a website form;
- request information about our services;
- become a client; or
- otherwise interact with Paragon Nexus.

We may also obtain professional or business contact information from publicly available sources when carrying out business development.

These sources may include:

- company websites;
- publicly available business directories;
- professional social media profiles; and
- business social media pages.

Where we obtain personal information from another source rather than directly from you, we will provide appropriate privacy information as required by applicable data protection law.

4. How and why we use personal information

We only process personal information where we have a lawful basis for doing so.

Responding to enquiries

We may use your information to respond to questions, discuss our services, arrange meetings and provide requested information.

Depending on the circumstances, we may rely on our legitimate interests in operating and developing our business or on processing necessary to take steps at your request before entering into a contract.

Providing our services

Where you become a client, we use relevant personal information to:

- manage our relationship with you;
- provide agreed services;
- communicate about projects;
- administer your account;
- issue and manage invoices; and
- fulfil our contractual obligations.

Depending on the circumstances, this processing may be necessary for the performance of a contract or based on our legitimate interests in managing our business relationships.

Business development and marketing

We may use business contact information to identify and communicate with organisations and individuals who may be interested in our services.

Where we conduct direct marketing, we will consider the requirements of applicable data protection and electronic marketing laws, including the Privacy and Electronic Communications Regulations (PECR).

Where required, we will obtain consent before sending marketing communications.

Where we rely on legitimate interests, we will consider our interests against the rights and interests of the individual concerned.

You can object to direct marketing at any time. Where appropriate, we may retain limited information on a suppression list so that we can respect your request and avoid contacting you again for marketing purposes.

Managing our business

We may process personal information where necessary to:

- maintain business records;
 - manage contracts;
 - manage invoices and payments;
 - maintain appropriate security;
 - prevent fraud or misuse;
 - establish, exercise or defend legal claims; and
 - comply with legal and regulatory obligations.
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5. Our lawful bases

Depending on the particular processing activity, we may rely on one or more of the following lawful bases under UK data protection law:

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

Legitimate interests — where processing is necessary for our legitimate business interests and those interests are not overridden by your rights and interests.

Our legitimate interests may include operating and developing our business, responding to business enquiries, managing client relationships, maintaining security and carrying out appropriate business-to-business development activities.

Consent — where you have given us valid consent for a particular processing activity. Where we rely on consent, you may withdraw it at any time.

Legal obligation — where processing is necessary for us to comply with a legal obligation.

We will assess the appropriate lawful basis according to the circumstances rather than assuming that the same basis applies to every use of personal information.

6. Direct marketing

Paragon Nexus may contact prospective and existing business clients through channels such as email, telephone and social media.

We recognise that different rules can apply depending on the communication method and whether the recipient is an individual subscriber, sole trader, partnership, company or other organisation.

We will carry out our marketing activities in accordance with applicable UK data protection and direct marketing requirements.

You may ask us to stop sending you direct marketing at any time by using any opt-out method provided in the communication or by contacting:

privacy@paragonnexusltd.com

We may retain the minimum information necessary to record your objection and prevent further marketing communications.

7. Artificial intelligence and automation

Paragon Nexus uses automation and artificial intelligence technologies as part of its business and services.

These technologies may be used for purposes such as assisting with communications, creating content, supporting business processes and providing automation services.

Where we use artificial intelligence to process personal information for our own purposes, we will apply appropriate data protection safeguards and seek to minimise the personal information provided to AI systems.

We do not currently intend to use solely automated decision-making to make decisions about individuals that produce legal or similarly significant effects.

If our use of artificial intelligence changes materially, we will review our data protection obligations and update this Privacy Notice where necessary.

8. Service providers and recipients

We use third-party service providers to help operate our business.

Depending on how you interact with us, these providers may process personal information on our behalf.

Our current or intended technology providers include:

HubSpot — customer relationship management and management of business contacts and communications.

Google Workspace — business email, communications and productivity services.

We may also use appropriate automation, artificial intelligence, hosting, communications, website and IT service providers where necessary.

As our technology arrangements are finalised, we will update our records and this Privacy Notice where appropriate.

We require service providers that process personal information on our behalf to handle it appropriately and in accordance with applicable contractual and data protection requirements.

9. Client data processed on behalf of our clients

As part of providing automation, social media and lead management services, Paragon Nexus may process personal information on behalf of its clients.

For example, a client may instruct us to configure systems that collect leads through social media and transfer those leads into the client's customer relationship management system.

Where a client determines the purposes and essential means of this processing and Paragon Nexus processes the information on the client's documented instructions, the client will generally act as the **controller** and Paragon Nexus will generally act as a **processor**.

In those circumstances, the client's privacy notice and instructions govern how the client's personal information is used, and our processing relationship with the client will be governed by appropriate contractual data processing terms.

If you are an end customer or lead of one of our clients and have questions about how that client uses your personal information, you should normally contact that client directly.

10. International transfers

Some of the technology and service providers we use may process personal information outside the United Kingdom.

Where personal information is subject to a restricted international transfer, we will take appropriate steps to ensure that the transfer is made in accordance with UK data protection law.

Depending on the circumstances, these safeguards may include UK adequacy regulations or appropriate contractual safeguards and recognised UK international data transfer mechanisms.

We will review the international transfer arrangements of relevant providers as our technology stack is finalised.

11. How long we keep personal information

We do not keep personal information for longer than is reasonably necessary for the purposes for which it was collected, including applicable legal, accounting, tax and dispute-resolution requirements.

Our anticipated approach is:

Prospective clients and business development contacts — we will periodically review these records and generally remove or anonymise information that is no longer reasonably required. As a starting policy, we expect to review unsuccessful prospect information within 24 months of the last meaningful interaction.

Client relationship and project information — generally retained for the duration of the client relationship and for an appropriate period afterwards where required for legal, contractual, tax, accounting or dispute-resolution purposes.

Invoices and financial records — retained for the period required by applicable tax, accounting and legal requirements.

Marketing suppression records — we may retain limited identifying information for as long as reasonably necessary to ensure that a request not to receive further marketing is respected.

Website information — retention periods will be established when our website analytics and tracking technologies are finalised.

We may retain information for longer where reasonably necessary to establish, exercise or defend legal claims or where required by law.

12. How we protect personal information

We take appropriate technical and organisational measures designed to protect personal information against accidental or unlawful loss, alteration, disclosure, destruction or unauthorised access.

Our measures may include, where appropriate:

- access controls;
- multi-factor authentication;
- strong authentication practices;
- limiting access to those who require it;
- appropriate management of software accounts and credentials;
- secure business systems; and
- procedures for responding to security incidents.

No method of storing or transmitting information can guarantee absolute security, but we take reasonable measures appropriate to the nature and risk of the information we process.

13. Your data protection rights

Depending on the circumstances, UK data protection law may give you rights relating to your personal information, including the right to:

- request access to your personal information;
- ask us to correct inaccurate or incomplete information;

- ask us to erase your personal information in certain circumstances;
- ask us to restrict processing in certain circumstances;
- object to certain processing, including direct marketing;
- request portability of certain information where applicable;
- withdraw consent where we rely on consent; and
- raise concerns about how your personal information is being used.

These rights are not absolute and may depend on the circumstances and applicable law.

To exercise a data protection right, contact:

privacy@paragonnexusltd.com

We may need to verify your identity before responding to a request.

14. Complaints

If you have concerns about how Paragon Nexus handles your personal information, please contact us first so that we can investigate your concern.

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

Information about making a complaint is available from the ICO at:

ico.org.uk

15. Cookies and website tracking

Our website may use cookies and similar technologies.

Before introducing non-essential analytics, advertising or tracking technologies, we will assess the applicable requirements and implement appropriate information and consent mechanisms where required.

More detailed information about the cookies and tracking technologies used on our website will be provided in our Cookie Notice when these technologies are implemented.

16. Changes to this Privacy Notice

We may update this Privacy Notice from time to time to reflect changes to our business, services, technology providers or legal obligations.

The latest version will be made available on our website and the “Last updated” date at the top of this notice will show when it was most recently revised.

Where changes materially affect how we use personal information, we will take appropriate steps to bring those changes to the attention of affected individuals where required.