



Privacy Policy

Effective Date: August 2025

Last Updated: August 2025

So Technology (“we”, “us”, “our”) is committed to protecting your personal data and respecting your privacy. This Privacy Policy explains how we collect, use, store, and protect personal information in connection with our services, including our **Digital Agent as a Service (DAaaS)**.

1. Who We Are

So Technology is a digital solutions provider based in the UK. We design and deliver digital products including AI-powered agents, websites, and bespoke software systems. For the purposes of data protection law, we are the data controller of your personal data.

2. What This Policy Covers

This Privacy Policy applies to:

- Visitors to our website (<https://sotechnology.co.uk> and <https://sotechnology.ai>)
 - Clients using our Digital Agent as a Service (DAaaS)
 - Users interacting with our AI agents on behalf of our clients
 - Anyone communicating with us via email, contact forms, or social media
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3. What Data We Collect

We may collect and process the following types of personal data:

From Website Visitors:

- Name, email, and contact details (if submitted via forms)
- IP address and browser data (via analytics)
- Cookie preferences

From DAaaS Clients:

- Business name, contact information, billing details
- Content provided for training your agent (documents, PDFs, websites, etc.)
- Feedback and support interactions

From End Users of Your Agent:

- Questions or queries submitted to the agent
- Metadata (e.g. timestamp, session ID, general location)
- No personally identifiable information is intentionally collected unless supplied by the user in a message

4. How We Use Your Data

We use your data for the following purposes:

- To provide and maintain our services
- To personalise your experience
- To train and optimise your Digital Agent (Business and Professional tiers only)
- To deliver support and respond to enquiries

- To comply with legal obligations

We do **not** use your content or end-user data to train general-purpose AI models, nor do we share or sell your data to third parties for marketing purposes.

5. Legal Basis for Processing

Under the UK GDPR, we process personal data based on the following grounds:

- **Consent** – where you have actively provided permission (e.g. contact form)
 - **Contract** – to deliver services you have purchased or subscribed to
 - **Legitimate Interests** – to analyse, improve and secure our systems
 - **Legal Obligation** – to comply with legal or regulatory duties
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6. Data Sharing

We may share data with trusted third-party processors who help us deliver our services (e.g. hosting providers, analytics tools, payment processors). These partners are bound by confidentiality and data protection agreements.

We will never sell your data or share it for advertising purposes.

7. Data Storage & Retention

- Data is stored securely on UK or EEA-based servers, or with providers compliant with UK GDPR data transfer standards.
- Client data (e.g. training materials) is retained only as long as needed for service delivery.

- End-user interaction data may be stored for diagnostic and training purposes, depending on the client's subscription level and configuration.
 - Data is deleted upon cancellation of service or upon request (subject to legal limitations).
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8. Your Rights

You have the right to:

- Access the personal data we hold about you
- Correct or update inaccurate data
- Request deletion of your data (the “right to be forgotten”)
- Object to or restrict processing
- Withdraw consent at any time

To exercise your rights, email privacy@sotechnology.co.uk.

9. Cookies & Tracking

We use cookies to improve your browsing experience and gather analytics. You can control cookie preferences via your browser settings or our cookie banner.

10. Security Measures

We take data protection seriously and use technical, organisational, and encryption measures to protect your data from unauthorised access, alteration, or loss.

11. Third-Party Links

Our website and agents may link to external sites. We are not responsible for the content or privacy practices of those sites.

12. Updates to This Policy

We may update this policy from time to time. When we do, we will update the “Last Updated” date and notify users where appropriate.

13. Contact Us

For any questions or requests related to this Privacy Policy, please contact:

Email: info@sotechnology.co.uk
