



Status:	Approved
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Audience:	Public
Responsible person:	XPLOR CTO XPLOR R&D Project Manager
Approved by:	ALT Senior Leadership Team

## **XPLOR Privacy Notice**

Registered name: Academy of Live Technology Ltd

### **Who we are (the data controller)**

Academy of Live Technology Ltd ("ALT", "we", "us") is the data controller for the personal data described in this notice. XPLOR is part of ALT and operates as our research, innovation and commercial collaboration department.

Registered name: Academy of Live Technology Ltd. ICO registration number: Z2909001.

### **How to contact us**

[enquiries@xplor.one](mailto:enquiries@xplor.one)

Address: Academy of Live Technology, Unit 53, Langthwaite Business Park, South Kirkby, WF9 3NR

### **What this notice covers**

This privacy notice explains what personal data we collect, how and why we use it, how it is protected, and the rights individuals have under UK data protection law. The applicable law is the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018, as amended, including by the Data (Use and Access) Act 2025.

### **What we collect and why**

We collect personal data when people contact or engage with XPLOR about enquiries, research collaboration, innovation projects or commercial activity. This may include identity and contact details such as name, work email address, work telephone number, job title, organisation, and business address, as well as contextual information relevant to the engagement.



We use this information to respond to enquiries, opportunities, manage prospective or active business relationships, and keep relevant contacts informed about XPLOR or Academy of Live Technology activity where appropriate and permitted.

### **Our lawful bases**

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

We rely on one or more of the following lawful bases under UK GDPR depending on the activity:

- Legitimate interests – for handling B2B enquiries, stakeholder relationship management, and business development.
- Contract or steps prior to contract – where we need to take steps you request or perform a contract with your organisation.
- Consent – for optional communications such as newsletters or events, where you have chosen to opt in.

### **Where we get personal data from**

We collect personal data directly from you, from your organisation, or from colleagues who introduce you as a relevant contact.

### **Who we share personal data with**

We may share personal data with service providers who support our IT, communications, CRM, and security systems, under contractual data protection and confidentiality obligations. We do not sell personal data.

### **How long we keep personal data**

If you contact us with an enquiry and no business relationship is established, we normally retain your details for up to 18 months after our last interaction, after which they are securely deleted or anonymised. Where a business relationship develops, information may be retained for longer where required to manage that relationship or meet legal or contractual obligations.

### **Your data protection rights**

You have rights including access, rectification, erasure, restriction, objection, and data portability where applicable. Where processing is based on consent, you may withdraw consent at any time. Requests should be made to [dpo@altech.ac.uk](mailto:dpo@altech.ac.uk) and will be handled within one month.



## How to complain

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office  
Wycliffe House  
Water Lane  
Wilmslow  
Cheshire  
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>