

Privacy Policy

Last updated 3 September 2026 • JARTRIVTECH LTD

This notice explains how JARTRIVTECH LTD uses personal data on this website, including when you contact us or chat with Kaela.

This policy is written for UK visitors and UK GDPR / Data Protection Act 2018. It is information about our practices, not legal advice to you.

1. Who we are

The data controller is JARTRIVTECH LTD, a private limited company registered in England and Wales under company number 17259505. Our registered office is 8 Coverdale, Whitwick, Coalville, LE67 5BP, England, United Kingdom.

Privacy enquiries: privacy@jartrivtech.com.

General enquiries: hello@jartrivtech.com.

2. What this notice covers

It covers the public website (<https://jartrivtech.com>), emails you send us, discovery-call bookings opened from this site, cookies and similar storage, and the public AI assistant named Kaela. It does not cover client portals, staff tools, or processing we do under a separate services contract, which will have their own terms.

3. Information we collect

Information you give us

- Email: the address you write from, and whatever you include in the message.
- Discovery call: if you use “Book a discovery call”, Cal.com collects the details needed to schedule the meeting (typically your name, email, and any notes you add).
- Kaela chat: the text you type and the conversation shown in your browser for that session.

Information collected automatically

- Technical logs that our hosting provider may keep (for example IP address, browser type, timestamps, and requested URLs) to operate, secure, and debug the site.
- Cookie preference, stored locally in your browser after you choose “Essential only” or “Accept all”. See the [Cookie Policy](#).

We do not currently run advertising cookies or third-party analytics pixels on this site. If that changes, we will update this notice and the cookie banner.

4. Kaela and AI processing

Kaela is JarTrivTech’s named public AI assistant. She is not a human. If you choose to chat:

- Your messages are sent to our website servers (hosted by Netlify) and then to an AI model provider so a reply can be generated.
- We ask you not to include passwords, payment card data, special category data, or other people’s personal data. If you do, we may still receive it and will handle it as personal data, but you should not send it.
- The conversation is kept in your browser session storage so you can continue the chat. We do not use Kaela chats as a customer relationship record unless you later send the same information by email or through a booked call.
- Model providers process prompts to produce an output. They may apply their own abuse and safety filters. We configure Kaela not to request secrets and not to present herself as a person.

Further rules are in the [Kaela AI Terms](#).

5. Lawful bases

- **Legitimate interests** (UK GDPR Art. 6(1)(f)): operating this website, answering business enquiries, keeping the service secure, and improving how Kaela is introduced — balanced against your rights.
- **Consent** (Art. 6(1)(a)): optional cookies, and your choice to start a Kaela chat after the on-screen notice.

- **Contract / pre-contract steps** (Art. 6(1)(b)): if you ask us to quote or engage, the details needed to respond.
- **Legal obligation** (Art. 6(1)(c)): where we must keep records or disclose information by law.

6. How we use information

- To run and secure the website.
- To reply to enquiries and, if you ask, to discuss services.
- To generate Kaela's replies when you use the chat.
- To remember your cookie choice.
- To meet accounting, tax, and legal duties if an enquiry becomes a client matter.

We do not sell personal data. We do not use Kaela chats to train a public model of our own.

7. Who we share it with

We share personal data only as needed:

- **Netlify, Inc. and affiliated hosting infrastructure** — website hosting, logs, and serverless functions, including the Kaela API.
- **Cal.com, Inc.** — if you open “Book a discovery call”, your booking details are processed by Cal.com so the meeting can be scheduled. Cal.com's own privacy notice also applies to that booking flow.
- **AI model providers** reached through Netlify's AI Gateway (which may include providers such as OpenAI) — solely to generate Kaela's reply to a prompt you submitted.
- **Professional advisers and authorities** if required by law, to establish or defend legal claims, or to deal with a security incident.

If we appoint other processors, they will be bound to use the data only on our instructions.

8. International transfers

Some providers are in, or may process data in, countries outside the UK. Where that happens we rely on an appropriate safeguard under UK GDPR, such as the UK Extension to the EU-US Data Privacy Framework where a provider is certified, or the UK International Data Transfer Agreement / Addendum together with a transfer risk assessment.

9. Retention

- Emails and discovery-call details: kept as long as needed to handle the enquiry and, if we become your supplier, in line with that engagement and statutory record-keeping (typically up to 6 years after the end of a contract for contractual claims). Cal.com retains booking records according to its own retention rules.
- Kaela session copy in your browser: until you close the tab/window or clear site data.
- Server logs: according to our host's default operational retention, used for security and diagnostics.
- Cookie preference: until you clear it or change your choice.

10. Your rights

Under UK GDPR you may have the right to:

- access your personal data;
- rectify inaccurate data;
- erase data in certain cases;
- restrict or object to processing;
- data portability where processing is consent- or contract-based and automated;
- withdraw consent where we rely on it, without affecting earlier lawful processing.

To exercise these rights, email privacy@jartrivtech.com. We may need to verify your identity. You also have the right to complain to the Information Commissioner's Office at <https://ico.org.uk>, Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF.

11. Children

This website and Kaela are intended for business users. We do not knowingly collect personal data from children. If you believe we have, contact privacy@jartrivtech.com and we will delete it.

12. Security

We use HTTPS, access controls on our hosting account, and instructions to Kaela not to solicit secrets. No transmission over the internet is completely secure. Do not send passwords or confidential dumps through the public chat.

13. Changes

We will update this policy when our practices change and revise the date at the top. Material changes to Kaela's processing will also be reflected in the [Kaela AI Terms](#).

14. Contact and complaints

JARTRIVTECH LTD, 8 Coverdale, Whitwick, Coalville, LE67 5BP, England, United Kingdom. Email privacy@jartrivtech.com or hello@jartrivtech.com.