

Plain English — what we do with your data

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This is the public-facing Privacy Policy for tradesmind.ai. We have tried to write this in plain English. Where we use technical terms, we explain them.

The short version: we use your data to run TradesMind AI for you. We keep it secure. We do not sell it. We tell you exactly what we do with it below.

Who we are

We are TradesMind AI Ltd, the company behind TradesMind AI — the voice-first business assistant for UK tradespeople. When we say 'we', 'us', or 'our', we mean TradesMind AI Ltd.

We are the 'Data Controller' for your personal data. That means we decide how and why your data is used, and we are responsible for protecting it under UK data protection law.

Questions about your data? Email us: privacy@tradesmind.ai

What data we collect

When you sign up and use TradesMind AI, we collect:

- Your name, email address, mobile number, and business name.
- The voice recordings and transcripts of your conversations with Max, our AI assistant.
- Your business records — jobs, clients, invoices, quotes — created through the platform.
- Emails you send or receive through the platform's email feature.
- Technical data about how you use the platform (log-ins, page views, device type).
- Your subscription and billing status (not your full card details — those go to Stripe).
- Your preferences and settings.

Why we collect it

- To run the platform and give you access to Max and all the business tools.
- To remember your business context so Max can give you relevant, personalised help.
- To send you the emails and notifications you ask for.
- To bill you correctly for your subscription.
- To improve the platform and fix problems.
- To contact you about updates and new features that are relevant to you.
- To comply with the law.

Marketing — your right to know

As a TradesMind customer, we may occasionally contact you about new features, offers, or updates to the platform. UK law allows us to do this for our own similar products and services without asking for a separate opt-in — this is known as the 'soft opt-in'.

However, we will always give you an easy way to opt out. Every marketing email has an unsubscribe link. You can also turn off marketing in Settings > Notifications & Alerts, or email privacy@tradesmind.ai.

We do not sell your data to anyone. We do not share it with third-party marketers. We only ever contact you ourselves.

Who we share your data with

We only share your data with companies that help us run TradesMind AI:

- Anthropic — the AI technology that powers Max's conversations.
- VAPI — the voice call technology that lets Max answer your phone.
- Supabase — our secure database, hosted in the UK/EU.
- DigitalOcean (London) — the servers that run the platform.
- Stripe — handles all card payments. Stripe is fully PCI compliant.
- SendGrid — sends emails on our behalf.
- Google or Microsoft — only if you connect your Gmail or Outlook account.

We require all these companies to keep your data secure and use it only for the specific purpose of delivering the platform to you.

How long we keep your data

- While your account is active: we keep all your data so the platform works properly.
- After account deletion: most data is deleted within 30 days.
- Billing records: kept for 7 years (HMRC requirement).
- Anonymised usage data: kept indefinitely — it cannot identify you.

Your rights

You have the right to:

- See the data we hold about you (Subject Access Request).
- Ask us to correct data that is wrong.
- Ask us to delete your data (we call this a 'right to erasure').
- Ask us to stop using your data for marketing.
- Get a copy of your data in a format you can take elsewhere.
- Make a complaint to the Information Commissioner's Office (ICO) at ico.org.uk.

To use any of these rights, email privacy@tradesmind.ai. We will respond within 30 days.

Cookies

We use essential cookies to keep you logged in and remember your preferences. We do not use advertising cookies. You can control cookies through your browser settings, but turning off essential cookies may stop the platform from working correctly.

Security

We take the security of your data seriously. For full details of our technical and organisational security measures, see our Security Document at tradesmind.ai/security.

If you ever spot a security concern, please contact us immediately at security@tradesmind.ai.

Changes to this policy

If we make significant changes to this policy, we will tell you by email before they take effect. The latest version is always at tradesmind.ai/privacy.

Contact

- Privacy questions: privacy@tradesmind.ai
- Support: support@tradesmind.ai
- Registered company: TradesMind AI Ltd, [Registered Address]