

Privacy Policy

Last updated: 16 July 2026.

This Privacy Policy (also referred to in this document as this "Privacy Notice" or "Notice") for The Number UK Limited (trading as "118 118 Sites") ("we", "us", or "our") describes how and why we access, collect, store, use, and/or share ("process") your personal information when you use our services ("Services"), including when you:

- Visit our website at <https://118118sites.com>, or any website of ours that links to this Notice;
- Use 118 118 Sites. 118 118 Sites is an AI-supported website builder and hosting platform. Business customers can create, deploy, host and operate websites through an automated system that also helps generate content and search-engine-optimisation (SEO) materials on their behalf; or
- Engage with us in other related ways, including any marketing or events.

118 118 Sites is a business-to-business service intended for use by businesses in the course of their trade. It is provided in and for the United Kingdom and is governed by the laws of England and Wales.

The Number UK Limited is the data controller responsible for the personal information described in this Notice. The Number UK Limited is part of the wider 118 118 Money group, and our privacy and data protection rights requests are handled by our data protection team at dpo@118118sites.com, which forwards to the group Data Protection Officer (dpo@118118money.com).

Questions or concerns? Reading this Notice will help you understand your privacy rights and choices. If you do not agree with our policies and practices, please do not use our Services. If you have any questions or concerns, please contact our data protection team at dpo@118118sites.com (see "How can you contact us about this Notice?" below).

Our role

This Notice explains how The Number UK Limited processes personal information for which it is the controller — principally client contact details in relation to your account, sign-in, billing, payment and support information, and information collected when you use or visit our Services.

Where you are a business customer and use 118 118 Sites to collect personal information through your own website (for example contact-form, booking or enquiry submissions from your website visitors), you are the controller of that information and we act as your processor under our Customer Data Processing Terms. Those terms, and not this Notice, govern that processing. You are responsible for providing appropriate privacy information to the visitors of your own website.

We describe the safeguards and service providers we use to deliver the platform in plain English on our Privacy & Security page.

Summary of key points

This summary provides key points from our Notice. You can find more detail on any of these topics by using the table of contents below.

What personal information do we process? When you visit, use, or navigate our Services, we may process personal information depending on how you interact with us and the Services, the choices you make, and the products and features you use. See "What information do we collect?".

Do we process any sensitive personal information? We do not ask you to provide special category data or sensitive personal information when setting up or managing your 118 118 Sites account. If you choose to include such information in your website content, prompts, images, forms, enquiries or other materials, you are responsible for ensuring you have a lawful basis to do so. See "Do we process sensitive personal information?".

Do we collect any information from third parties? Yes. We receive limited personal information from providers that help us deliver the Services (for example Google, Stripe and NeverBounce), and our Services analyse your existing website, publicly available competitor websites and third-party SEO datasets to build and optimise your site. See "What information do we collect?".

How do we process your information? We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so. See "How do we process your information?".

In what situations and with which parties do we share personal information? We may share information in specific situations and with specific third parties. See "When and with whom do we share your personal information?".

How do we keep your information safe? We have organisational and technical measures in place to protect your personal information. However, no electronic transmission or storage technology can be guaranteed to be 100% secure. See "How do we keep your information safe?" and our Privacy & Security page.

What are your rights? Under UK data protection law you have certain rights regarding your personal information. See "What are your privacy rights?".

How do you exercise your rights? The easiest way is by visiting <https://app.118118sites.com/account>, or by contacting our data protection team at dpo@118118sites.com.

Want to learn more? Review the Notice in full below.

Table of contents

1. What information do we collect?
2. How do we process your information?
3. What legal bases do we rely on to process your information?
4. When and with whom do we share your personal information?
5. Do we use cookies and other tracking technologies?
6. Do we use artificial intelligence?
7. How do we handle your sign-in?
8. Is your information transferred internationally?

9. How long do we keep your information?
10. How do we keep your information safe?
11. Do we process sensitive personal information?
12. Children's information
13. What are your privacy rights?
14. Controls for Do-Not-Track features
15. Do we make updates to this Notice?
16. How can you contact us about this Notice?
17. How can you review, update, or delete the data we collect from you?

1. What information do we collect?

Personal information you disclose to us

In Short: We collect personal information that you provide to us.

We collect personal information that you voluntarily provide to us when you register on the Services, express an interest in obtaining information about us or our products and Services or otherwise when you contact us.

Personal Information Provided by You. The personal information we collect depends on the context of your interactions with us and the Services, the choices you make, and the products and features you use. It may include, in relation to client contact details:

- names;
- phone numbers;
- email addresses;
- contact preferences;
- contact or authentication data;
- billing addresses.

Website content you provide. As part of building and operating your website, we process the prompts, instructions, business details, text, images and other materials you upload to, or generate using, the Services ("Your Content").

Payment Data. We may collect data necessary to process your payment if you choose to make purchases, such as your payment instrument number and the associated security code. All payment data is handled and stored by Stripe. You may find their privacy notice here: <https://stripe.com/privacy>.

Sign-in Data. We offer the option to register and sign in using your Google account (Google Sign-In) or a one-time secure link sent to your email address ("magic link"). Where you sign in with Google, we receive limited profile information from Google, as described in "How do we handle your sign-in?" below.

All personal information you provide to us must be true, complete and accurate, and you must notify us of any changes to it.

Information automatically collected

In Short: Some information — such as your Internet Protocol (IP) address and/or browser and device characteristics — is collected automatically when you visit our Services.

We automatically collect certain information when you visit, use, or navigate the Services. This information does not generally reveal your specific identity but may include device and usage information, such as your IP address, browser and device characteristics, operating system, language preferences, referring URLs, device name, country, location, information about how and when you use our Services, and other technical information. This is primarily needed to maintain the security and operation of our Services and for our internal analytics and reporting.

We also collect information through cookies and similar technologies. See our Cookie Policy at <https://118118sites.com/cookie-policy>.

The information we collect includes:

- Log and Usage Data — service-related, diagnostic, usage and performance information our servers automatically collect in log files (for example IP address, device information, browser type and settings, date/time stamps, pages and files viewed, searches, features used, system activity and error reports).
- Device Data — information about the computer, phone, tablet or other device you use to access the Services (for example IP address or proxy server, device and application identification numbers, location, browser type, hardware model, internet service provider and/or mobile carrier, operating system and system configuration).
- Location Data — information about your device's location, which can be precise or imprecise depending on the type and settings of your device. You can opt out by refusing access to the information or by disabling location settings on your device, although certain features may then be unavailable.

Information we receive from third parties

In Short: Yes — we receive limited personal information from providers that help us deliver the Services, and our Services analyse your site, competitor sites and SEO datasets.

We receive limited personal information from providers that help us deliver the Services — for example profile information from Google when you sign in with Google, payment confirmation data from Stripe, and email-verification results from NeverBounce.

To build and optimise your website, the Services also analyse your existing website, publicly available competitor websites and third-party search-engine-optimisation datasets (including SEMrush and Ahrefs). This analysis is directed at website and keyword data rather than at individuals; where it incidentally includes personal information, we process it only to provide and improve the Services on the basis of our legitimate interests in providing search-optimisation services. Where we obtain personal information about you from publicly accessible sources rather than from you directly, you have the rights set out in "What are your privacy rights?" below.

Google API

Our use of information received from Google APIs will adhere to [Google API Services User Data Policy](#), including the [Limited Use requirements](#).

2. How do we process your information?

In Short: We process your information to provide, improve and administer our Services, communicate with you, keep the Services secure, prevent fraud, comply with law, and, where permitted, send marketing communications.

We use your personal information only where we have a valid lawful basis under UK data protection law. The table below explains the main ways we process personal information, the purposes for doing so, and the lawful bases we rely on.

Processing activity	Purpose	Lawful basis
Account registration, sign-in and account management	To create, secure and manage user accounts, including Google Sign-In and magic-link access.	Contract; legitimate interests for security and access control.
Providing the 118 118 Sites service	To build, generate, host, operate and maintain customer websites, including AI-supported features.	Contract; legitimate interests for monitoring, troubleshooting and service improvement.
Customer support and service communications	To respond to enquiries, provide support, resolve issues and send administrative service updates.	Contract; legal obligation where notices are legally required; legitimate interests for general support.
Billing, payments and subscriptions	To manage orders, payments, subscriptions, invoices and financial records.	Contract; legal obligation for tax and accounting records; legitimate interests for legal claims.
Security, fraud prevention and platform monitoring	To protect accounts and Services, detect abuse, prevent fraud, investigate issues and maintain service reliability.	Legitimate interests; legal obligation where applicable.
Analytics and service improvement	To understand usage trends, improve functionality, performance and user experience.	Legitimate interests for essential/internal analytics; consent for non-essential analytics cookies or similar technologies.
Marketing, advertising and campaign measurement	To send permitted marketing, measure campaign effectiveness and support advertising or retargeting.	Consent where required; legitimate interests where permitted for B2B marketing. Consent is required for non-essential cookies, pixels and similar tracking technologies.
SEO analysis and website optimisation	To analyse website, keyword, competitor and SEO data to build and optimise customer websites.	Contract where needed to provide the Services; legitimate interests for service improvement and search optimisation.
Sharing with service providers and authorities	To use trusted vendors to deliver the Services, comply with legal or regulatory requirements, respond to authorities and support business transfers.	The lawful basis follows the underlying activity; legal obligation for legally required disclosures; legitimate interests for business transfers and legal rights.

Processing activity	Purpose	Lawful basis
Retaining records	To keep records for account administration, tax, accounting, audit, legal claims and compliance purposes.	Legal obligation; legitimate interests for legal claims and business records.

3. What legal bases do we rely on to process your information?

In Short: We only process your personal information where we have a valid legal reason to do so under UK data protection law. The specific lawful bases we rely on for each main processing activity are set out in the table above.

The UK GDPR and the Data Protection Act 2018 require us to explain the lawful bases we rely on when processing personal information. Depending on the processing activity, we may rely on one or more of the following lawful bases:

Consent. We may process your information where you have given us clear permission to use it for a specific purpose. This is most relevant to optional marketing communications, non-essential cookies, analytics technologies, advertising pixels and similar tracking technologies. You can withdraw your consent at any time.

Performance of a Contract. We may process your personal information where this is necessary to perform our contract with you, or to take steps at

your request before entering into a contract. This includes processing needed to create and manage your account, provide the Services, manage subscriptions and respond to service-related requests.

Legitimate Interests. We may process your information where this is reasonably necessary for our legitimate business interests, provided those interests are not overridden by your rights, freedoms and interests. This may include keeping the Services secure, preventing fraud, troubleshooting issues, improving the Services, understanding usage trends, supporting permitted B2B marketing, managing business records and establishing, exercising or defending legal rights.

Where we rely on legitimate interests, we consider and balance any potential impact on your rights and freedoms before carrying out the processing.

Legal Obligations. We may process your information where this is necessary to comply with our legal obligations. This may include keeping tax and accounting records, responding to legally binding requests from regulators, courts or law enforcement authorities, and meeting applicable legal or regulatory requirements.

Special category data. We do not require special category data to provide the Services. Where you choose to include special category data in content you create, prompts, images, forms, enquiries or

other materials, you are responsible for ensuring that there is a valid lawful basis and a relevant condition under Article 9 UK GDPR, as explained in “Do we process sensitive personal information?” below.

4. When and with whom do we share your personal information?

In Short: We may share information in specific situations described in this section and/or with the third parties listed below.

Vendors, Consultants, and Other Third-Party Service Providers. We may share your data with third-party vendors, service providers, contractors or agents ("third parties") who perform services for us or on our behalf and need access to such information to do that work. We have contracts in place with these third parties designed to safeguard your personal information. They may only process your personal information on our instructions, must keep it confidential and secure, and must retain it only for the period we instruct.

Some of the third parties we share personal information with are as follows:

- Platform operation, hosting and AI — Finale Labs, Inc. (our platform provider, which provides the website-building platform, hosting and related services) and OpenAI (AI features).
- Cloud computing services — Render.
- Functionality and infrastructure optimisation — PlanetScale and Cloudflare.
- Billing and payments — Stripe. Stripe processes your payment data as an independent controller for that data under its own privacy notice.
- User account registration and authentication — Google Sign-In.
- Web and mobile analytics — Google Analytics.
- Performance monitoring — Sentry.
- Transactional and marketing email — Resend.
- Sandboxed build environments — Daytona.
- Domain connection — Entri.
- Email address verification — NeverBounce.
- Source code hosting for generated sites — GitHub.
- Advertising and retargeting — Google Ads, Meta Pixel and TikTok Pixel, used together with Google Analytics 4. We use advertising, retargeting and non-essential analytics technologies only where you have given consent through our cookie banner, as described in our Cookie Policy.

We may also need to share your personal data with regulatory authorities, courts, tribunals, government agencies and law enforcement agencies where requested or required

We also may need to share your personal information in the following situation:

- **Business Transfers.** We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

Where our service providers are located outside the United Kingdom, transfers are protected as described in "Is your information transferred internationally?" below.

5. Do we use cookies and other tracking technologies?

In Short: We use cookies and similar technologies to collect and store information, subject to your consent for non-essential cookies.

We use cookies and similar tracking technologies (like web beacons and pixels) to gather information when you interact with our Services. Some of these technologies help us maintain the security of our Services and your account, prevent crashes, fix bugs, save your preferences and assist with basic site functions.

We also permit certain third parties and service providers to use online tracking technologies on our Services for analytics and advertising. These third parties use their technology to provide advertising about products and services that may appear on our Services or on other websites.

We set strictly necessary cookies as soon as you visit. We do not set analytics or advertising cookies, or fire the related tracking technologies, until you have given consent through our cookie banner. We use Google Consent Mode v2 (Advanced), with consent defaulted to denied. On a fresh, no-consent session, Google Analytics 4, the Meta Pixel and the TikTok Pixel set no cookies; Google receives only limited cookieless pings, while Meta and TikTok send and set nothing until you opt in. You can change or withdraw your consent at any time using the "Cookie settings" control on our website.

Where you operate a website using 118 118 Sites, you are responsible for lawful cookie use on that website and for obtaining any consent required from your visitors; we provide a default consent banner as a tool. See also our Customer Data Processing Terms.

Specific information about how we use these technologies, and how you can refuse certain cookies, is set out in our Cookie Policy: <https://118118sites.com/cookie-policy>.

Google Analytics. We may share your information with Google Analytics 4 to track and analyse the use of the Services, subject to your consent. To opt out of being tracked by Google Analytics across the Services, visit <https://tools.google.com/dlpage/gaoptout>. For more information on Google's privacy practices, please see the Google Privacy & Terms page.

6. Do we use artificial intelligence?

In Short: We use AI-supported tools to help provide the 118 118 Sites service, including to help users create, edit and improve website content.

118 118 Sites is an AI-supported website builder. This means that, when you use the service, AI tools may be used to help generate, suggest, edit or improve website content, layout, structure, search-engine-optimisation content and related website materials ("Generated Content").

What information may be processed by AI tools

Depending on how you use the service, the information processed by AI tools may include:

- prompts, instructions or other information you enter into the service;
- business details you provide to help create your website;
- website content, draft text, images, descriptions or other materials you upload or generate (Your Content and Generated Content);
- outputs created by the AI tools;
- technical and usage information needed to provide and improve the service.

You should not include unnecessary personal data, confidential information, special category data or information about other people in prompts or website content unless you have a lawful basis and appropriate authority to do so.

AI service providers

We use third-party AI service providers, including OpenAI, to support AI features within the service. The platform itself is provided to us by Finale Labs, Inc. Where these providers process personal information for us, we require them to do so under contractual arrangements and in accordance with applicable data protection laws.

Model training and retention

We do not permit the prompts, content or outputs processed through our AI features to be used to train OpenAI's or any other provider's general AI models. We have configured OpenAI's organisation Data Controls so that all data sharing is disabled, which means OpenAI does not train on prompts or outputs you send through the service. OpenAI applies its standard API retention only: inputs and outputs are retained for approximately 30 days for abuse-monitoring purposes and are then deleted, and are never used to train models. We may use service usage information, feedback and generated outputs to maintain, monitor, troubleshoot, secure and improve the 118 118 Sites service, where permitted by applicable law and our contracts with service providers.

User responsibility for AI-generated content

Generated Content may be incomplete, inaccurate or unsuitable for your intended use. You are responsible for reviewing, checking and approving any content before publishing it on your website. If you use 118 118 Sites for a business website, you are responsible for making sure that the content you publish is accurate, lawful, complies with any regulatory requirements and does not infringe anyone else's rights. This Notice and our Terms of Service tell the same story: you are the publisher and editorial controller of all content on your site, including Generated Content.

7. How do we handle your sign-in?

In Short: You can sign in using Google or a secure email link.

Our Services let you register and sign in using your Google account (Google Sign-In) or a one-time secure link sent to your email address ("magic link"). These are the only sign-in methods we offer.

If you sign in with Google, we receive limited profile information from Google, which is typically your name, email address, profile picture and a Google account identifier. We use this information only for the purposes described in this Notice.

We are not responsible for, and do not control, how Google processes your personal information; please review Google's privacy notice to understand how it collects, uses and shares your personal information and how you can set your privacy preferences.

We do not offer Facebook, X or other social-media logins, and we do not provide any feature that links your 118 118 Sites account to a social-media account or publishes on your behalf to social media.

8. Is your information transferred internationally?

In Short: We may transfer, store and process your information in countries other than your own, including the United States.

We and our service providers process personal information in the United Kingdom and, through the service providers listed in "When and with whom do we share your personal information?", currently in the United States, Germany and Ireland. A current list of the key service providers we use to deliver the Services, and the safeguards that apply, is summarised on our Privacy & Security page.

Transfers to the EEA (currently, Germany and Ireland). Transfers from the United Kingdom to countries in the European Economic Area (which include Germany and Ireland) rely on the United Kingdom's adequacy regulations and do not require an additional safeguard.

Transfers to the United States. Where we transfer personal information to service providers in the United States, we use appropriate safeguards required by applicable data protection laws. These include the European Commission's Standard Contractual Clauses together with the United Kingdom Addendum to those clauses (or, where applicable, the United Kingdom International Data Transfer Agreement or the UK–US Data Bridge), or another safeguard recognised under UK data protection law for transfers of personal information from the UK.

Where required, we also assess whether any additional safeguards are needed to protect personal information when it is transferred internationally, taking into account the country involved, the nature of the personal information, the service provider, the processing activity and the protections in place.

Further information about our international transfer safeguards can be provided on request.

9. How long do we keep your information?

In Short: We keep your information only for as long as necessary, then for any longer period required or permitted by law.

We keep your personal information only for as long as necessary for the purposes set out in this Notice. In practice:

- Account and customer data. We delete your account and customer data on request — we do not impose a fixed minimum holding period after your account ends. When you ask us to delete your account, we will

deactivate or delete it and your associated information from our active databases, subject to the limited exceptions below.

- Financial and billing records. We keep financial and billing records for around six years to meet our tax and accounting obligations and to establish, exercise or defend legal claims.
- Routine personal data. Operational personal data — such as guest onboarding sessions, magic-link sign-in tokens and audit logs — is automatically purged on short retention windows of between 7 and 90 days.
- Backups. Our hosting provider runs backups every 12 hours and keeps them for 2 days, with point-in-time recovery available within that window. Personal data therefore persists in backups for up to 2 days after deletion from our active systems.

When we no longer need your personal information, we will delete or anonymise it, or — if this is not immediately possible (for example because it has been stored in backup archives) — securely store it and isolate it from any further processing until deletion is possible.

10. How do we keep your information safe?

In Short: We aim to protect your personal information through a system of organisational and technical security measures.

We have implemented appropriate and reasonable technical and organisational security measures designed to protect the security of any personal information we process. However, despite our safeguards, no electronic transmission over the internet or information-storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

Further detail on the security measures and service providers we use is set out on our Privacy & Security page.

11. Do we process sensitive personal information?

In Short: We do not ask you for sensitive personal information, but you are responsible for any you choose to include in your site or content.

We do not ask you to provide special category data or sensitive personal information when setting up or managing your 118 118 Sites account.

Special category data may include information about racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic or biometric data used for identification, health information, sex life or sexual orientation.

If you choose to include this type of information in your website content, prompts, images, forms, enquiries or other materials created or managed using 118 118 Sites, you, as the controller of that special category personal data, are responsible for making sure that you have a lawful basis for doing so and that you meet any additional requirements that apply under data protection law.

If you are a business customer and your website collects special category data or other sensitive personal information from visitors, you are responsible for making sure that this is lawful, necessary, transparent and supported by appropriate safeguards and privacy information.

12. Children's information

In Short: Our Services are not intended for children, and customers are responsible for any child-directed sites they build.

118 118 Sites is not intended to be used by children and we do not knowingly ask children to provide personal information when setting up or managing an account. When you accept our Terms of Service at signup, you confirm that you are at least 18 years of age and are using the Services for business purposes. As 118 118 Sites is a business website-building tool, we rely on this self-certification at signup rather than carrying out active age verification.

Some customers may use 118 118 Sites to create websites that are directed at, or may collect information relating to, children or young people. Where a customer uses their website to collect personal data, that customer is responsible for providing appropriate privacy information and ensuring that any processing of children's data is lawful, necessary and appropriately safeguarded.

If we become aware that personal data relating to a child has been provided to us in a way that is not appropriate for the service, we may take steps to restrict, delete or require the customer to remove that information.

If you become aware of any data we may have collected from children in a way that is not appropriate for the service, please contact us at dpo@118118sites.com.

13. What are your privacy rights?

In Short: Under UK data protection law you have rights that allow you greater access to and control over your personal information.

Under the UK GDPR and the Data Protection Act 2018 you have certain rights regarding your personal information. These may include the right (i) to request access to and obtain a copy of your personal information; (ii) to request rectification or erasure; (iii) to restrict the processing of your personal information; (iv) where applicable, to data portability; and (v) not to be subject to solely automated decision-making that produces legal or similarly significant effects. In certain circumstances, you may also have the right to object to the processing of your personal information.

You can make such a request by contacting our data protection team at dpo@118118sites.com, or through your account settings at <https://app.118118sites.com/account>. We will consider and act upon any request in accordance with applicable data protection laws.

Complaints. If you have a concern about how we have processed your personal information, please contact us first at dpo@118118sites.com so that we can investigate and respond to your complaint. We will review your complaint and respond in accordance with applicable data protection law. You also have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection matters. The ICO can be contacted at <https://ico.org.uk>. However, we would appreciate the opportunity to consider and address your concerns before you contact the ICO.

Withdrawing your consent. If we are relying on your consent to process your personal information, you have the right to withdraw it at any time by contacting us at dpo@118118sites.com or by updating your preferences. This will not affect the lawfulness of processing before withdrawal, nor processing carried out on lawful grounds other than consent.

Opting out of marketing communications. You can unsubscribe from our marketing communications at any time by clicking the unsubscribe link in our emails, or by contacting us at dpo@118118sites.com. You will then be removed from the marketing lists, although we may still send you service-related messages necessary for the administration and use of your account.

Account information. If you wish to review or change the information in your account, or terminate your account, you can log in to your account settings, or contact us. Upon your request to terminate your account, we will deactivate or delete your account and information from our active databases. However, we may retain some information as described in "How long do we keep your information?" to prevent fraud, troubleshoot problems, assist with investigations, enforce our legal terms and/or comply with applicable legal requirements.

Cookies and similar technologies. Most web browsers accept cookies by default. You can usually set your browser to remove or reject cookies, although this could affect certain features of the Services. You can also change or withdraw your consent at any time using the "Cookie settings" control on our website. For further information, see our Cookie Policy: <https://118118sites.com/cookie-policy>.

14. Controls for Do-Not-Track features

Most web browsers and some mobile operating systems and applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage, no uniform technology standard for recognising and implementing DNT signals has been finalised. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this Notice.

15. Do we make updates to this Notice?

In Short: Yes, we will update this Notice as necessary to stay compliant with relevant laws.

We may update this Notice from time to time. The updated version will be indicated by an updated "Last updated" date at the top of this Notice. If we make material changes, we may notify you either by prominently posting a notice of the changes or by directly sending you a notification. We encourage you to review this Notice frequently to be informed of how we are protecting your information.

16. How can you contact us about this Notice?

For any privacy question, to exercise your data protection rights, or to make a complaint, contact our data protection team at dpo@118118sites.com, which forwards to the group Data Protection Officer.

You can also write to us by post at:

Data Protection

The Number UK Limited

5th Floor, 1 Capital Quarter

Tyndall Street

Cardiff CF10 4BZ

United Kingdom

The Number UK Limited is registered in England and Wales under company number 04352737, with its registered office at 5th Floor, 1 Capital Quarter, Tyndall Street, Cardiff, Wales CF10 4BZ.

17. How can you review, update, or delete the data we collect from you?

Under UK data protection law, you may have the right to request access to the personal information we collect from you, details about how we have processed it, to correct inaccuracies, or to delete your personal information. You may also have the right to withdraw your consent to our processing. These rights may be limited in some circumstances by applicable law.

To request to review, update or delete your personal information, please visit <https://app.118118sites.com/account>, or contact our data protection team at dpo@118118sites.com.