

Privacy & Security

118 118 Sites is provided by The Number UK Limited (trading as "118 118 Sites"), a company registered in England & Wales (company no. 04352737) with its registered office at 5th Floor, 1 Capital Quarter, Tyndall Street, Cardiff, Wales CF10 4BZ. We take privacy, security and the responsible use of data seriously.

This page gives a short, plain-English summary of how we protect information used in the 118 118 Sites service. More detail is available in our Privacy Policy, Cookie Policy, Terms of Service and Customer Data Processing Terms (linked at the foot of this page). In the event of any inconsistency between this page and our Privacy Policy, Cookie Policy, Terms of Service or the Customer Data Processing Terms (the "Privacy Documents"), the relevant Privacy Document will take priority.

Who provides the service

118 118 Sites is operated by The Number UK Limited.

118 118 Sites is a tool that helps a business build, edit and host its own website, and that can automatically generate further website pages for that business. The business remains the publisher of, and is responsible for, the content on its own website (see "Business customers and website visitors" and "Use of AI" below).

We use service providers we assess to help deliver and host the platform. This includes Finale Labs, Inc., a US-based technology provider that operates and hosts the website-building platform and supports related services.

Where our service providers process personal data for us, they are required to do so under contract and only in accordance with our instructions.

By default, websites built using the service display a "Powered by Theo" attribution and a link back to our platform. You can switch this off at any time in your account settings.

What information may be processed

Depending on how the service is used, we may process information such as:

- account and login details;
- business contact details;
- billing and payment-related information;
- website content added by users;
- prompts, instructions or content used to help generate a website;
- technical and usage information;
- enquiries or form submissions made through a website created using 118 118 Sites, where these features are enabled.

Customers are responsible for making sure they only add information to their website that they are entitled to use.

Business customers and website visitors

118 118 Sites is a business-to-business service. If you are a business customer using 118 118 Sites to create and operate a website, you are responsible for the personal data you choose to collect through that website, such as contact form submissions, booking requests or customer enquiries.

Where 118 118 Sites processes personal data on behalf of a business customer, we do so in line with our Customer Data Processing Terms. In that situation you are the controller of that personal data and we act as your processor.

We are the controller of the account, login, billing and similar information we hold to provide the service to you, and we explain how we use that information in our Privacy Policy.

Business customers should make sure they provide appropriate privacy information to visitors of their own website.

Use of AI

118 118 Sites uses AI-supported tools (provided through OpenAI) to help users create, edit or improve website content, and to generate further website pages.

Users should avoid entering unnecessary personal data, confidential information or sensitive information into prompts or website content unless it is appropriate and lawful to do so.

OpenAI does not use prompts or outputs from 118 118 Sites to train its models. Our OpenAI organisation has all of OpenAI's data-sharing controls disabled, so OpenAI applies only its standard API retention: inputs and outputs are retained for approximately 30 days for abuse-monitoring purposes and then deleted, and are never used to train models. We require our service providers to handle AI-related processing in line with our contractual requirements and applicable data protection law.

AI-generated content may be incomplete, inaccurate or unsuitable for your intended use. By default, new content is presented to you to review and approve before it is published on your website, and you are responsible for reviewing, checking and approving content before it goes live. Where you choose to switch on auto-publish, you remain responsible for the content published on your behalf and for reviewing it promptly. In each case you are the publisher of the content on your website.

International data processing

118 118 Sites is provided to business customers in the United Kingdom, and we are governed by UK data protection law. Our servers and service providers are located in the United States, Germany and Ireland. Germany and Ireland are within the European Economic Area (EEA) and are covered by the UK's adequacy regulations, so no additional transfer mechanism is required for those locations.

For transfers to the United States (for example to support hosting), we use appropriate safeguards required by UK data protection law. This typically means the European Commission's standard contractual clauses together with the UK International Data Transfer Addendum (or the UK International Data Transfer

Agreement), backed by additional checks to make sure personal data remains protected. Further information about our international transfer safeguards can be provided on request.

Security measures

We use technical and organisational measures appropriate to the risk. These may include:

- access controls on a least-privilege basis;
- encryption of personal data in transit using TLS, and encryption at rest where supported by our hosting providers;
- secure hosting provided by our infrastructure providers;
- monitoring and logging;
- supplier due diligence;
- vulnerability and security review processes;
- incident management procedures;
- data backup and recovery controls.

No online service can be guaranteed to be completely secure, but we work to keep the service protected and to respond appropriately if an issue occurs.

Sub-processors

We use third-party providers to help deliver parts of the service, such as platform operation, hosting, infrastructure, payments, analytics, authentication, communications, performance monitoring, security and website functionality. We assess key providers before use and require appropriate contractual protections where they process personal data.

Some of, the key service providers we currently use are:

- Finale Labs, Inc. — platform operation and hosting;
- OpenAI — AI-supported content and page generation;
- Render — cloud hosting;
- PlanetScale and Cloudflare — infrastructure and performance optimisation;
- Stripe — billing and payment processing (Stripe acts as an independent controller in respect of payment data);
- Google — Google Analytics (analytics) and Google Sign-In (authentication);
- Sentry — performance monitoring;
- Resend — transactional and marketing email;
- Daytona — sandboxed build environments;

- Entri — domain connection;
- NeverBounce — email-address verification;
- GitHub — source-code hosting for generated sites.

The advertising and analytics technologies we use are GA4, the Meta Pixel, the TikTok Pixel and a Google Ads tag; these are consent-gated and are explained in our Cookie Policy. Our servers and service providers are located in the United States, Germany and Ireland (see "International data processing" above).

For further information relating to third party processing, please read our Privacy Policy.

Data retention and deletion

We keep personal data only for as long as needed for the purposes described in our Privacy Policy, to provide the service, meet legal obligations, resolve disputes and enforce our terms.

In summary:

- account and customer data is deleted on request — we do not apply a long retention hold;
- financial and billing records are kept for about six years to meet tax and accounting obligations;
- routine personal data, such as guest sessions, magic-link tokens and audit logs, is automatically purged on short windows (typically between 7 and 90 days).

Our hosting provider runs backups every 12 hours and keeps them for 2 days, with point-in-time recovery available within that window. Where personal data has been stored in those backups, it may take up to 2 days for that data to be removed from them.

Your rights and questions

Individuals have rights under data protection law, including rights to access, correct, delete or restrict certain personal data, and in some cases to object to processing or to data portability.

For more information about how we use personal data, and to make a request or raise a concern, please see our Privacy Policy or contact our data protection team at dpo@118118sites.com (a dedicated inbox monitored by The Number UK Limited and forwarded to the group data protection officer at dpo@118118money.com). For general or commercial queries, contact team@118118sites.com.

If you are not satisfied with how we have handled your personal data, you have the right to complain to the Information Commissioner's Office (ICO), the UK's data protection regulator, at ico.org.uk. We would, however, appreciate the chance to address your concerns before you approach the ICO.

Related policies

- Privacy Policy: <https://118118sites.com/privacy-policy>
- Cookie Policy: <https://118118sites.com/cookie-policy>
- Customer Data Processing Terms: available on request and as referenced in our Terms of Service
- Terms of Service: <https://118118sites.com/terms-of-service>