

Privacy Policy



Effective: 1st of April 2022

Information

This is the www.rubiklab.ai (the "Website" or "Site") Privacy Statement. We are committed to protecting and respecting your privacy, and this policy explains how we handle the information you share with us and what rights you have.

The Website is operated by Rubiklab Ltd., an English and Welsh limited liability company. 1A Falmer Court, London Road, Uckfield, TN22 1HN, United Kingdom, Company no: 14018118.

This policy describes how we will process any personal information we collect from you or that you provide to us. Please read the following carefully to gain an understanding of our policies and practises regarding your personal information and how we will handle it.

Any future modifications to this Privacy Policy will be posted on this page.

Rubiklab's Data Protection Officer is Illitch Real. The DPO may be contacted at illitch.real@rubiklab.ai

This policy was last updated in January 2026.

Statement of privacy and data protection

We process personal data in accordance with Article 6 of the UK General Data Protection Regulation.

Depending on the circumstances, our lawful basis for processing may include:

- the performance of a contract or taking steps at your request prior to entering into a contract;
- our legitimate interests in operating and improving our website and services, provided those interests are not overridden by your rights and freedoms;
- compliance with a legal obligation;
- your consent, where required by law.

Where processing is based on consent, you have the right to withdraw that consent at any time.

Rubiklab is committed to protecting your privacy and personal information online. We intend to protect your privacy when you visit our website.

We may collect and store information obtained from site visitors who voluntarily submit information through the contact form. Please rest assured that any personal information you submit via the Internet, including your name and address, will not be sold or distributed to mailing lists. We may collect your personal information.

We might collect and process the following personally identifiable information about you: Information that you provide by completing forms on the Website, including subscribing to any service, uploading or submitting any material via the Website, or requesting information; Communications you send to us, such as to report a problem or to submit questions, comments, or concerns about the Website or its content.

Detailed technical information. This may include your Internet protocol (IP) address, login information, browser type and version, time zone setting, browser plug-in types and versions, operating system, and platform.

Details regarding your visit. This may include the complete Uniform Resource Locators (URL), clickstream to, through, and from our Site (including date and time), products you viewed or searched for, page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and any phone number used

to call our helpdesk or social media handle used to contact our customer service.

Location data. We collect information about your real-time location through our site in order to provide location services when requested by you or with your consent, and to deliver content, activities, and other services that depend on knowing where you are. This information is also collected in conjunction with an identifier associated with your device so that we can identify your mobile browser or device when you return to our site.

Controller and processor roles

When you interact with our website or contact us directly, Rubiklab acts as a data controller. When we provide AI-enabled analytical services to clients and process data on their behalf, Rubiklab acts as a data processor under a written data processing agreement. In such cases, we process personal data strictly in accordance with the documented instructions of the client and do not use client data for independent purposes.

If you choose to respond to or participate in surveys, promotions, or competitions that we may run on the Site from time to time, we may collect your personal information. You are in no way required to provide such information. If you choose not to provide the requested information, however, we may be unable to provide you with certain services.

Any member of our group, including our subsidiaries, our ultimate holding company and its subsidiaries, as well as any professional partners who support our processing of personal data in accordance with this policy.

Third-party sharing

On certain occasions, we may share your personal data with reputable third parties. We may share personal data with carefully selected service providers, including cloud hosting providers, email service providers, analytics providers and professional advisers, where necessary for the operation of our business. All such providers are subject to contractual obligations requiring them to protect personal data in accordance with applicable law.

Utilisation of your personal data

We will use the information provided by you to:

enable us to provide you with the requested services and information offered through the Site.

If you have indicated that you do not object to being contacted for these purposes, we will send you information that we believe you will find useful or that you have requested, including information about our products and services.

You can tell us not to contact you with information about our products and services either at the time such information is collected on the Website (by checking or unchecking the relevant box) or, if you do not want us to continue using your information in this manner, by following the unsubscribe instructions on any communications sent to you.

You can also exercise this right at any time by contacting us using the information listed at the end of this privacy statement under "Please contact us."

Data retention period

We retain personal data only for as long as necessary to fulfil the purposes for which it was collected, including for legal, regulatory, accounting or reporting requirements.

As a general guide:

- website enquiry data is retained for up to 24 months unless a contractual relationship is established;
- marketing communications data is retained until you withdraw consent or unsubscribe;
- contractual client data is retained in accordance with the applicable agreement and statutory obligations;
- backup data is retained in accordance with our documented disaster recovery policies.

Where data is no longer required, it is securely deleted or anonymised.

Security measures

Rubiklab implements appropriate technical and organisational measures to protect personal data against unauthorised or unlawful processing, accidental loss, destruction or damage.

These measures include encryption of data in transit using current TLS protocols, encryption of data at rest using industry-recognised standards such as AES-256, role-based access controls, multi-factor authentication, network segmentation, vulnerability management processes and periodic independent security testing. Access to personal data is limited to authorised personnel who require access for legitimate business purposes.

International data transfers

Where personal data is transferred outside the United Kingdom or European Economic Area, we ensure that appropriate safeguards are in place. These may include reliance on adequacy regulations issued by the UK Government, the UK International Data Transfer Agreement (IDTA), or the European Commission's Standard Contractual Clauses where applicable. We implement technical and organisational safeguards to ensure that personal data remains protected to a standard equivalent to that required under UK data protection law. Further information regarding international transfers may be obtained by contacting the DPO.

Automated decision-making

Rubiklab does not use personal data collected via this website to make automated decisions that produce legal or similarly significant effects. Our AI systems are designed to support human analysis and do not replace human decision-making. Where AI tools are used within client services, outputs are subject to human review and validation.

Children's privacy

While our services are not specifically designed for or targeted at children, we adhere to the highest standards of children's privacy as outlined in the GDPR and the MRS Code of Conduct.

Cookies and additional technologies

According to our Cookie Policy, we use cookies and other similar technologies (such as web beacons and device identifiers) to identify you and/or your device (s). You can manage cookies using the settings in your browser and other tools. You may also opt out of our use of tracking cookies and other similar technologies. Our Cookie Policy contains specifics about the cookies we employ.

Public forums

The Website may, on occasion, make available to its users blogs and/or other public forums. Any information disclosed in these areas becomes public information, so you should exercise caution when using them and never reveal personally identifiable information.

Your legal rights

You have the right under specific conditions:

- to receive a copy of your personal information held by us;
- to request correction or deletion of your personal information held by us;
- to request that we restrict our use of your personal information;
- to oppose the continued processing of your personal data;
- to request that your personal information be transferred to a third party.

If you are not satisfied with our response to a data protection concern, you have the right to lodge a complaint with the Information Commissioner's Office (ICO), the UK supervisory authority for data protection matters. The ICO can be contacted at www.ico.org.uk.

Your right to withdraw consent

If our processing of your personal information is based on your consent, you have the right to withdraw that consent at any time and without penalty by contacting us.

You may also exercise the aforementioned rights by contacting us at support@rubiklab.ai

If we are unable to resolve your request or concern to your satisfaction, you may contact your local data protection authority.

Policy Changes

Our Privacy Policy is reviewed and updated on an annual basis or as required by specific legal changes. Users can access the most recent version of the policy upon request.

Please contact us

Please email support@rubiklab.ai with any questions, concerns, or comments regarding this privacy statement or any requests concerning your personal data.