

Privacy Statement

Human + Machine AI Consulting Ltd

Data controller: Human + Machine AI Consulting Ltd (Company No. 17278925)

Data Protection Officer: Hugo Pinto, Founder & Managing Director

Contact: hugo@humanplasmachine.io

ICO registration: Registered with the Information Commissioner's Office

Applies to: humanplasmachine.io, the AI Academy platform, and all related services

Last updated: June 2026

1. About this statement

This statement explains what personal data Human + Machine AI Consulting Ltd ("we", "us", "our") collects, why we hold it, how we process it, who we share it with, and the rights of the people whose data we process. It covers the company website (humanplasmachine.io), the AI Academy platform, lead capture forms, email communications, and related services.

We are the data controller for this information. Where we use third-party services to store or transmit data, those providers act as our processors (see section 6).

2. Whose data we hold

We process personal data belonging to:

- Prospective clients and contacts who submit enquiry forms, download resources, or subscribe to our newsletter.
- AI Academy users who register for or participate in training programmes.
- Business contacts of current and prospective client organisations, partners, and referrers.

We do not knowingly collect data about children, and our services are not intended for personal or consumer relationships.

3. What personal data we process

- **Contact details:** name, email address, company name, and job role.
- **Correspondence:** messages submitted via our contact form and subsequent email exchanges.
- **Newsletter preferences:** whether you have opted in to receive The Human + Machine Brief.
- **Resource downloads:** records of which resources you have requested.
- **Technical data:** standard web server logs. We do not use analytics cookies or third-party advertising trackers.

We do not process special category data and we do not use data for automated decision-making or profiling.

4. How we collect it

Personal data is provided directly by you when you:

- Submit a contact, training, or resource download form on humanplustomachine.io
- Subscribe to our newsletter
- Register for or participate in an AI Academy programme
- Correspond with us by email

5. Why we process it, and our lawful basis

- **Delivering services:** Legitimate interests — to respond to enquiries, deliver programmes, and maintain client relationships.
- **Sending requested resources:** Contract performance — to fulfil your request for a download or product brief.
- **Newsletter:** Consent — you opt in via the checkbox. You can withdraw at any time by replying to any email.
- **Record-keeping:** Legitimate interests / legal obligation — to maintain accurate business and financial records.

Where we rely on legitimate interests, we have balanced those against individuals' rights and consider the processing proportionate. You may object (see section 9).

6. Who we share it with (processors)

We do not sell personal data or share it for advertising. Our processors:

- **Netlify** — website hosting, form submissions, and serverless functions.
- **Resend** — transactional email delivery.
- **Supabase** — database and authentication (EU-hosted, eu-west-2).

We may disclose data where required by law, or to professional advisers under appropriate confidentiality.

7. International transfers

Our primary data stores are in the EU/UK. Where any provider processes data outside the UK/EEA, we rely on UK International Data Transfer Agreements, Adequacy decisions, or equivalent safeguards.

8. How we protect it

All web traffic uses HTTPS with TLS 1.3. Data at rest is encrypted (AES-256). Access is restricted to authorised personnel with strong authentication. Passwords are never stored in plain text.

9. Your rights

Under UK GDPR you have the right to:

- Be informed about how your data is used
- Access your personal data
- Have inaccurate data corrected
- Have your data erased
- Restrict or object to processing
- Data portability

To exercise any of these rights, contact hugo@humanplumachine.io. We will respond within one calendar month. You may also complain to the UK Information Commissioner's Office (ICO) at ico.org.uk.

10. Retention

We keep records while the relationship is active and for a reasonable period afterwards. Financial records are retained for the period required by law (typically 6 years). Data is then anonymised or deleted.

11. Cookies and tracking

Our website uses only essential technical storage. We do not use third-party advertising, analytics, or marketing cookies.

12. Changes to this statement

We may update this statement. The version number and date above indicate the current version.

13. Contact

Questions or requests: hugo@humanplumachine.io

Data Protection Officer: Hugo Pinto (Founder & Managing Director).