

## Privacy & Cookies Policy

### 1. Introduction

IGO LIFE LIMITED ("we", "us", "our") is committed to protecting your privacy. We process your personal data in accordance with the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018, and other applicable privacy laws.

This Privacy Policy explains how we collect, use, share, store, and protect your personal data when interacting with our website, services, and applications.

It also includes required disclosures for our use of Instantly.ai Website Visitor Identification technology and a full Cookie Policy.

### 2. Information We Collect

#### 2.1 Personal Information You Provide

- Name
- Email address
- Phone number
- Postal address
- Account information
- Payment details (when applicable)

#### 2.2 Automatically Collected Website & Device Data

- We collect standard analytics and usage data, including:
- IP address
- Device type & browser information
- Pages viewed & time spent
- Click behaviour
- Cookies and tracking data

#### 2.3 Information Collected Through Instantly.ai Website Visitor Identification

We use Instantly.ai to identify business website visitors, not individuals.

Instantly.ai processes:

- Business IP addresses
- Company names associated with business IPs
- Publicly available business information
- Website pages visited & behavioural engagement
- Public business contact data linked to business domains (generic role emails, e.g., info@ / sales@)

Instantly.ai does not identify private individuals from residential IPs and does not generate personal profiles of private users.

More information:

<https://help.instantly.ai/en/articles/9503008-instantly-ai-website-visitor-id-legal-compliance-onboarding>

### 3. How We Collect Information

#### 3.1 Direct Interactions

When you:

- Fill in forms
- Contact us
- Register for services
- Make a purchase

#### 3.2 Automated Technologies

Including:

- Cookies
- Pixels
- Analytics tools

Instantly.ai Visitor Identification (business traffic only)

### 4. How We Use Your Information

#### 4.1 To Provide and Manage Services

- Responding to enquiries
- Processing orders
- Delivering services

#### 4.2 To Improve Our Website and Services

- Analysing usage behaviour
- Enhancing performance and features
- Understanding business visitor activity for sales and service improvements

#### 4.3 Marketing & Communication

- Newsletters, promotions, or product updates (with your consent)
- Retargeting and advertising where legally permitted

#### 4.4 Compliance & Security

- Fraud prevention
- Legal obligations
- Business administration

### 5. Legal Basis for Processing

We rely on:

- **Consent** – for marketing and non-essential cookies
- **Contractual necessity** – to provide requested services
- **Legitimate interests** – analytics, business visitor identification, service improvement
- **Legal obligation** – regulatory compliance

Legitimate interests are always balanced with your fundamental rights.

### 6. Sharing Your Information

#### 6.1 Third-Party Service Providers

Including:

- Hosting
- Payment processors
- Email platforms
- Analytics tools
- Instantly.ai
- CRM and marketing systems

These processors act on our behalf and follow strict data protection safeguards.

#### 6.2 Legal and Regulatory Disclosure

We may disclose information where required by law.

### 7. International Transfers

Where third-party providers store or process data outside the UK/EEA, we implement appropriate safeguards such as:

- Standard Contractual Clauses (SCCs)
- UK International Data Transfer Addendum
- Adequacy decisions

### 8. Data Security

Measures include:

- Encryption
- Secure access protocols

- Limited access controls
- Staff confidentiality and training

## 9. Your Data Protection Rights

You have the right to:

- Access your data
- Rectify inaccuracies
- Request deletion
- Restrict processing
- Object to legitimate interest processing
- Data portability
- Withdraw consent at any time

Contact: [support@i-go.life](mailto:support@i-go.life)

## 10. Data Retention

We retain data only as long as required for:

- The purposes outlined above
- Legal or regulatory requirements

Different categories have different retention periods based on necessity.

## 11. Cookie Policy

This Cookie Policy explains how we use cookies and similar tracking technologies on our website.

### 11.1 What Are Cookies?

Cookies are small text files placed on your device when you visit a website. They help websites function properly, improve performance, and collect analytical information.

### 11.2 Types of Cookies We Use

#### a) Essential / Strictly Necessary Cookies

These allow the website to function. They:

- Enable security
- Support basic site features
- Cannot be disabled

**Legal basis:** Legitimate interest

#### b) Analytics & Performance Cookies

Used to understand:

- How visitors use the site
- Which pages are popular
- How users navigate

Tools may include Google Analytics, Instantly.ai (business IP identification), and similar technologies.

**Legal basis:** Consent

#### c) Functional Cookies

Enhance user experience by remembering:

- Preferences
- Saved settings
- Past interactions

**Legal basis:** Legitimate interest or consent, depending on function

#### d) Advertising & Targeting Cookies

Used to:

- Deliver relevant advertisements
- Measure ad performance
- Enable retargeting

These cookies are only used with your consent.

### *11.3 Cookies Used by Instantly.ai*

Instantly.ai may set cookies to:

- Detect business IP addresses
- Link sessions to business information
- Track business visitor engagement

Instantly.ai does not track private individuals or personal residential traffic.

### *11.4 Managing Cookies*

You can:

- Adjust browser settings to block or delete cookies
- Withdraw consent at any time via our cookie banner
- Opt out of personalised advertising through browser and device settings

Blocking essential cookies may impact website functionality.

### 11.5 Third-Party Cookies

Third parties may set cookies when:

- Embedded content is displayed
- Analytics services are used
- Advertising pixels are active

These third parties have their own privacy policies.

## 12. Instantly.ai Visitor Identification – Additional Disclosures

For transparency:

- Instantly.ai identifies business visitors using business IP addresses
- It does not identify private individuals
- It only processes publicly available or business-linked data
- We use it for analytics, service improvement, and B2B outreach
- You may opt out of tracking cookies via your browser

## 13. Contact Us

IGO LIFE LIMITED  
support@i-go.life

Registered in England and Wales: 14920625

## 14. Updates to This Policy

We may update this policy to reflect changes in practices or legal requirements. Updates will be posted on our website and, where significant, notified via email.