

Privacy Policy

Priory Access Ltd trading as IoT Portal

Last Updated: 18/04/2025

Priory Access Ltd, trading as **IoT Portal** (“we”, “us”, “our”) is committed to protecting and respecting your privacy. This Privacy Policy explains how we collect, use, and store your personal information when you use the **Ready To Go!, DRX, TRXZ, ZRX Alarm Dialler** (the “Product” or “Service” from now on referred to as Alarm Dialler), and your rights under applicable data protection laws.

By using our Product or Service, you agree to the practices described in this Privacy Policy.

1. Who We Are

Priory Access Ltd is a company registered in England and Wales, trading as **IoT Portal**. We provide alarm communication devices and services, including Alarm Dialler.

If you have any questions regarding this Privacy Policy, please contact us at:

Email: support@iot-portal.com

Phone: +44151 453 4537

Address: 95A Allerton Road, Liverpool, L182DD

2. Information We Collect

We may collect and store the following personal information provided by you:

- Contact phone numbers used to receive SMS and voice call alerts
- Email addresses used to receive alarm notifications
- Customer contact information (name, address, phone, email) for account administration and billing
- Device or usage data such as alarm activity logs (time and method of notification sent)

We **do not collect** payment card details directly. If applicable, payments are processed via a secure third-party provider.

3. How We Use Your Information

We only use your personal data for the following purposes:

- To send alerts by SMS, voice call, or email when the connected alarm system is triggered
- To manage your account, including annual billing and credit usage
- To notify you of low credit or service interruptions
- To comply with legal obligations or respond to lawful requests by public authorities

We **do not use your personal data for marketing purposes** unless specifically authorised by you.

4. Legal Basis for Processing

We rely on the following lawful bases for processing your data under the UK GDPR and Data Protection Act 2018:

- **Contractual necessity:** to provide you with the Service as agreed
- **Legitimate interests:** for operational communications and service functionality
- **Legal obligations:** to comply with regulatory requirements

5. Data Sharing and Third Parties

We **do not sell, trade, or rent your personal information.**

Your data may be shared only with:

- **Telecommunications providers** (e.g., Twilio) for the purpose of delivering SMS or call alerts
- **Service providers** for the operation of our infrastructure (e.g., hosting, eSIM providers)
- Regulatory or legal bodies, where required by law

All third-party processors are subject to strict data protection and confidentiality obligations.

6. Data Security

Remote Monitoring Systems

We take data security seriously and implement appropriate technical and organisational measures to safeguard your information, including:

- Encrypted storage of personal data
- Restricted access to customer information
- Regular system updates and vulnerability monitoring

While we make every effort to protect your data, **no system can be guaranteed 100% secure**, and we cannot be held liable for breaches beyond our reasonable control.

7. Data Retention

We retain personal data only for as long as necessary to:

- Provide the Service
- Maintain account history for support or billing
- Comply with legal obligations

Data is typically retained for up to **12 months after service termination**, unless a longer retention period is required by law.

8. Your Rights

You have the following rights under data protection law:

- **Access** – to request a copy of your personal data
- **Correction** – to update or correct inaccuracies
- **Erasure** – to request deletion of your data (where applicable)
- **Restriction** – to limit how we process your data
- **Objection** – to object to certain types of processing
- **Portability** – to receive your data in a usable electronic format

To exercise any of these rights, please contact us at support@iot-portal.com

9. Cookies and Analytics

Our website may use **essential cookies** for basic functionality. We do not use marketing or tracking cookies on the Alarm Dialler configuration platform.

Any website analytics used (e.g., page visits) are anonymised and do not collect personal data.

10. Changes to This Policy

We reserve the right to amend this Privacy Policy at any time. Updates will be posted on our website and, where appropriate, notified via email.

11. Complaints

If you have a concern about how we handle your data, please contact us directly. You also have the right to lodge a complaint with the **Information Commissioner's Office (ICO)** at www.ico.org.uk.