

DATA PROTECTION

Privacy Notice

AZ Engineering Group LTD · Website, business contacts and Sophi demonstrations

Effective date 29 August 2026	Version 1.2
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AT A GLANCE This notice explains how AZ Engineering Group LTD uses personal information for its website, enquiries, contracts, support and its own Sophi demonstrations. AZ demonstration calls are transcribed and short-term diagnostic logs are retained for up to 14 days; call audio is not recorded. When Sophi handles calls for a client, that client is normally the controller and must provide its own caller privacy notice.

1. Who we are and how to contact us

AZ ENGINEERING GROUP LTD is a company registered in England and Wales under company number 17153098. Our registered office is 71–75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ.

Privacy email: info@azengineeringgrouppltd.com

Telephone: 020 3873 1066

Website: <https://azengineeringgrouppltd.com>

2. When this notice applies

This notice applies when AZ acts as controller for personal information about website visitors, prospective and existing clients, business contacts, suppliers, support contacts, people making complaints or rights requests, and people using an AZ-operated Sophi demonstration.

When a business client uses Sophi to handle its callers, the client normally decides why and how caller information is used and is the controller. AZ normally acts as the client’s processor under the client agreement. The client’s own privacy notice should explain that processing and how callers can exercise their rights.

3. Personal information we may collect

- Identity and contact information, including name, business, role, email address, telephone number and postal or service address.
- Enquiry, demonstration, sales, onboarding, support, feedback, complaint and correspondence records.
- Contract, account, billing, transaction and payment-administration information. We do not ask you to provide full payment-card details by ordinary email or during a call.
- Website, device and security information made available by our website or hosting systems, such as IP address, browser, referring page, date and time, cookie preferences and security logs.
- For an AZ-operated Sophi demonstration, call time, telephone number, the information you choose to provide, a full transcript and diagnostic logs used for short-term call handling and troubleshooting, and a brief call summary or booking record. Call audio is not recorded or retained in the current approved configuration.
- Marketing preferences, consent records, opt-outs and information needed to respond to rights requests or disputes.

Please do not provide passwords, API keys, full card details or unnecessary sensitive information. If you voluntarily provide special-category or other sensitive information, we will use it only where necessary and legally permitted and may remove it where it is not needed.

4. Where information comes from

We collect information directly from you; from the organisation you represent; through calls, forms, emails and service use; from security and technical records; from our clients where needed to provide support; and from public business sources such as company websites and Companies House. We do not obtain personal information from data brokers for sale.

5. How we use information and our lawful bases

We use personal information only where UK data-protection law permits it. The basis depends on the activity and circumstances.

Purpose	Lawful basis
Respond to enquiries, provide demonstrations, prepare proposals and take requested pre-contract steps.	Legitimate interests in operating and growing our business; steps requested before entering a contract.
Set up, administer, maintain and support client services.	Performance of a contract; legitimate interests in reliable service delivery and account management.
Invoice, receive payment and maintain financial and company records.	Performance of a contract; legal obligation; legitimate interests in managing our finances.
Protect, troubleshoot, test, monitor and improve systems and service quality.	Legitimate interests in security, reliability, fraud prevention and service improvement; legal obligation where applicable.
Transcribe an AZ demonstration call, create diagnostic logs and produce a brief enquiry or appointment summary after giving the required notice.	Legitimate interests in handling the enquiry, troubleshooting, security and maintaining an accurate brief record; consent where the circumstances require it.
Send permitted business marketing and manage preferences.	Legitimate interests or consent, as required by data-protection and electronic-marketing law. You can object or unsubscribe at any time.
Handle rights requests, complaints, disputes, safeguarding concerns and legal duties.	Legal obligation; legitimate interests in establishing, exercising or defending legal rights and protecting people and systems.

6. Our legitimate interests

Where we rely on legitimate interests, those interests include responding to business enquiries, operating and developing Sophi, maintaining client and supplier relationships, keeping accurate records, protecting our systems, preventing misuse, improving service quality and defending legal rights. We consider necessity and balance these interests against the rights and reasonable expectations of the people affected.

7. If you do not provide information

You can choose whether to make an enquiry or use a demonstration. However, information marked as required, or information reasonably needed for a contract, identity check, appointment or support request, must be provided if you want us to complete that activity. Without it, we may be unable to respond fully, enter into or perform a contract, arrange an appointment or provide support.

8. Who we share information with

We do not sell personal information. We disclose it only where necessary to:

- Authorised AZ personnel and contractors who need it for their role and are subject to confidentiality requirements.
- Technology and hosting providers supporting Sophi and our business systems. Depending on the enabled configuration, these may include Vapi for AI voice orchestration, Twilio for telephony, n8n Cloud for workflow automation, and Google Workspace services for calendars, spreadsheets, email and business records. Vapi may use language-model, speech and voice providers enabled in the selected configuration.
- Banks, payment providers, accountants, insurers, legal advisers and other professional advisers.
- Regulators, courts, law-enforcement bodies or other authorities where disclosure is required or legally permitted.
- A genuine buyer, investor or successor if our business or assets are reorganised or transferred, subject to appropriate safeguards.

Where a supplier processes personal information for us, we use appropriate contractual and security controls and require it to act only for agreed purposes.

9. International transfers

Some technology providers or their subprocessors may process information outside the United Kingdom. Where UK transfer restrictions apply, we use an approved legal mechanism, such as UK adequacy regulations, the UK International Data Transfer Agreement, the UK Addendum to approved standard contractual clauses, or another valid safeguard. You may contact us for information about the safeguard relevant to your information.

10. How long we keep information

We keep information only for as long as reasonably needed for the purpose collected, including contractual, tax, accounting, security, complaint and legal-claims requirements. We consider sensitivity, risk, volume and applicable legal duties and review information when it is no longer required.

Information	Retention approach
AZ-operated Sophi demonstration call audio	Not recorded or retained. Audio recording is disabled in the current approved configuration.
AZ-operated demonstration transcripts, diagnostic logs and brief summaries	Full transcripts and diagnostic call logs: up to 14 days. Brief enquiry, appointment and booking summaries: up to 12 months, unless deleted earlier where appropriate or retained longer for a live complaint, dispute or legal requirement.
Client configuration and service records	For the service term and controlled offboarding period. AZ-controlled live client data is normally deleted or returned within 30 days after termination, subject to legal requirements and provider backup cycles.
Contracts, invoices and transaction records	For the period required by applicable company, tax, accounting and legal-claims rules.
Enquiries, marketing and correspondence	For as long as reasonably needed for follow-up and relationship management, or until you object or unsubscribe where applicable, unless we need a limited record to respect the opt-out or deal with a legal matter.
Security logs and backups	For proportionate security and recovery periods governed by our systems and providers, after which information is deleted or put beyond ordinary use through the relevant deletion cycle.

11. Security

We use technical and organisational measures appropriate to the risk, including access controls, authentication and credential management, confidentiality controls, secure configuration, supplier review, retention controls, monitoring and incident response. No online or telephone service can be guaranteed completely secure, so please avoid sending unnecessary sensitive information through ordinary email or calls.

12. Automated processing and Sophi

Sophi is an automated AI receptionist used to answer approved questions, collect enquiry information, take messages and arrange or manage appointments according to configured rules. In the current AZ demonstration configuration, Sophi identifies itself as an AI receptionist and tells callers at the start of the call that the call is transcribed to handle their enquiry and troubleshoot the service. Audio recording is disabled. Full transcripts and diagnostic call logs are retained for up to 14 days; brief summaries and booking records may be retained as described in section 10. A caller who does not wish to continue can use the stated human callback, transfer or alternative contact route. AZ does not use personal information in its own business activities to make solely automated decisions that produce legal or similarly significant effects on individuals. If this changes, we will provide the additional information and safeguards required by law.

13. Your data-protection rights

Depending on the circumstances, you may have the right to:

- Be informed about how your information is used and obtain access to it.
- Ask us to correct inaccurate or incomplete information.
- Ask for deletion or restriction where the legal conditions apply.
- Object to processing based on legitimate interests and object at any time to direct marketing.
- Receive certain information in a portable format where the legal conditions apply.
- Withdraw consent at any time where processing relies on consent, without affecting earlier lawful processing.

- Raise concerns about qualifying solely automated decision-making.

To exercise a right, email info@azengineeringgrouppltd.com. We may ask for proportionate information to verify your identity. If your request concerns a call handled for one of our business clients, we may refer the request to that client or assist it because the client is normally the controller.

14. Data-protection complaints

You can make a data-protection complaint by emailing info@azengineeringgrouppltd.com with the subject 'Data Protection Complaint', by calling 020 3873 1066, or by writing to our registered office. Please explain what happened and include the information reasonably needed for us to investigate.

We will acknowledge receipt within 30 days. Without undue delay, we will take appropriate steps to investigate and respond, keep you informed where appropriate, and tell you the outcome. You may also complain to the UK Information Commissioner's Office at ico.org.uk. We would appreciate the opportunity to address your concern first, but this does not affect your right to contact the ICO.

15. Cookies and similar technologies

Our website uses cookies and similar technologies to deliver pages, maintain security, remember choices, understand use of the site and support enabled features. Strictly necessary technologies may operate without consent where the law permits. Where consent is required for analytics, functional or marketing technologies, we request it before using them.

The website's cookie banner or settings tool, where shown, provides the current categories and controls. You can change available preferences through that tool or your browser settings, although blocking necessary technologies may affect website functions. We review this wording when the website's technology changes.

16. Business marketing

We may send relevant business-to-business marketing where legally permitted. You can object or unsubscribe at any time by using the unsubscribe option provided or emailing info@azengineeringgrouppltd.com. We may keep a minimal suppression record so that we can respect your choice.

17. Changes to this notice

We may update this notice when our services, suppliers, website technology or legal requirements change. The current version and effective date will be published on our website. If a change materially affects how we use information, we will take reasonable steps to draw attention to it where appropriate.

PRIVACY CONTACT Email info@azengineeringgrouppltd.com · Telephone 020 3873 1066 · AZ ENGINEERING GROUP LTD, 71–75 Shelton Street, Covent Garden, London, United Kingdom, WC2H 9JQ.