

Website Privacy Notice

Xapien

Last updated: August 2026

This privacy notice explains how Xapien (“we”, “us”, or “our”) collects, uses, and protects your personal information when you visit our website <https://www.xapien.com>. This notice covers our website only. If you are interested in how personal data is processed in the delivery of our services to our customers, please see our Platform Privacy Notice.

Who We Are

Xapien is the trading name of Digital Insight Technologies Limited, a company registered in England and Wales with company number 11241397 and registered office at St John’s Innovation Centre, Cowley Road, Cambridge, United Kingdom, CB4 0WS. Our ICO registration number is ZA385612.

Xapien operates the website <https://www.xapien.com>. We are the data controller responsible for your personal information.

Information We Collect

When you browse our website, we may collect:

Information you provide directly

- Contact details if you provide these (name, email address, phone number)
- Any other information you choose to submit

Information collected automatically

- IP address
- Browser type and version
- Device information
- Pages visited, time spent, and navigation paths
- Referring website or source, if applicable

Most of the information in the second category is collected through cookies and similar technologies. Where those technologies are not strictly necessary for the website to work, we set them only with your consent. For details, please see our separate Cookie Notice.

How We Use Your Information

We process your personal information for the following purposes, relying on the lawful bases set out below.

Purpose	Lawful basis
Operating our website and making it available to you	Our legitimate interests in running and maintaining our website

Purpose	Lawful basis
Responding to your enquiries and communicating with you	Our legitimate interests in responding to people who contact us and in developing our business
Website analytics and performance measurement	Your consent, given through our cookie banner
Keeping our website and business operational and secure, and preventing fraud	Our legitimate interests in protecting our website, our business and our users
Sending you marketing about our own products and services	Your consent, or our legitimate interests where we are permitted to contact you as an existing customer
Sending you marketing on behalf of other organisations	Your consent
Improving our services and developing our business	Our legitimate interests in developing our business
Complying with our legal and regulatory obligations	Compliance with applicable laws and regulations

Where we rely on legitimate interests, we have assessed in each case that those interests are not overridden by your interests, rights and freedoms. You can ask us for more information about that assessment.

Where we rely on consent, you can withdraw it at any time. Withdrawing consent does not affect the lawfulness of processing carried out before you withdrew it.

We do not make decisions about you based solely on automated processing that produce legal effects or similarly significantly affect you.

Sharing Your Information

We may share your personal information with:

- Service providers who help us operate our website (hosting, analytics, IT support)
- Professional advisers where necessary
- Regulators and authorities where legally required

We may also share your information in connection with a corporate transaction such as a merger, acquisition or sale of assets.

International Transfers

Your information may be transferred to, stored, or processed outside the United Kingdom, including in the United States, where some of our service providers are located.

Where this occurs, we rely on UK adequacy regulations where they apply to the destination country or to a certified recipient. Where they do not, we put in place the ICO's International Data Transfer Agreement or the UK Addendum to the EU Standard Contractual Clauses, together with any additional safeguards identified by a transfer risk assessment. Where the EU GDPR applies to a transfer, we use the EU Standard Contractual Clauses.

You can ask us for further information about the safeguards we have in place.

Data Retention

We retain your personal information only as long as necessary for the purposes set out in this notice, or as required by law. Browsing data is retained for 12 months unless a longer retention is necessary for security or legal purposes. Enquiry correspondence is retained for 3 years from your last contact with us.

Your Rights

Under the UK GDPR and the EU GDPR, you have the right to:

- Access your personal information
- Correct inaccurate information
- Request deletion of your information
- Restrict or object to processing
- Data portability, where applicable
- Object at any time to the use of your personal information for direct marketing
- Withdraw consent, where processing is based on consent

You do not have to pay a fee to exercise these rights, and we will respond in accordance with the timescales required by law.

California residents

Under California law (CCPA/CPRA), California residents have the right to:

- Know what personal information we collect, use, and disclose
- Request deletion of personal information
- Correct inaccurate personal information
- Opt out of the sale or sharing of personal information
- Limit the use of sensitive personal information, if applicable
- Non-discrimination for exercising these rights

Raising a Concern or Exercising Your Rights

To exercise any of these rights, or if you are unhappy with how we handle your personal information, please contact us at info@xapien.com so we can try to put it right. We may need to verify your identity before we act on your request. We will respond within the timeframes required by applicable law.

You also have the right to complain to the Information Commissioner's Office:

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF

Helpline: 0303 123 1113

Website: <https://www.ico.org.uk>

If you are in the EEA, you may instead complain to the supervisory authority in your country of residence or work.

Security

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, alteration, disclosure, or destruction.

Changes to This Notice

We may update this privacy notice from time to time. The updated version will be indicated by the “Last updated” date at the top. We encourage you to review this notice periodically.

Contact Us

If you have questions about this privacy notice or our data practices, please contact us at:

info@xapien.com

St John’s Innovation Centre, Cowley Road, Cambridge, United Kingdom, CB4 0WS