

Privacy Policy

Last updated: 1 September 2026

Data Pyramid respects your privacy and is committed to protecting the personal data that we process.

This Privacy Policy explains how Data Pyramid collects, uses, stores, protects and otherwise processes personal data when you visit our website at <https://datapyramid.co.uk/>, contact us, enquire about our services, or otherwise interact with us.

Data Pyramid provides maritime database and data management services, including vessel maintenance database services, crew and HR database services, data entry, data verification, database migration and related maritime data services.

This Privacy Policy is based on the requirements of the **EU General Data Protection Regulation (Regulation (EU) 2016/679 – "GDPR")** and applicable European and national data protection and electronic communications legislation.

1. Who we are

The Data Pyramid website is operated on behalf of the Bulgarian company that owns and operates the Data Pyramid business.

Data Controller:

Data Pyramid

Registered address: Apt 50, 58 Vasil Stefanov, Sofia 1404, Sofia city, Bulgaria.

Company registration number: +359 88 528 7645

Email: info@datapyramid.co.uk

Website: <https://datapyramid.co.uk/>

For the purposes of the GDPR, the above organisation is the **data controller** for personal data collected through this website and for personal data processed for its own business purposes.

If you have any questions about how your personal data is processed, you can contact us using the email address above.

2. What personal data we collect

We only collect personal data that is relevant and necessary for the purposes described in this Privacy Policy.

Depending on how you interact with Data Pyramid, we may collect:

Information you provide directly

When you contact us, submit an enquiry or request information about our services, we may collect:

- Name
- Company or organisation name
- Job title or professional role
- Email address
- Telephone number
- Details contained in your enquiry
- Information about your business or project requirements
- Documents or other information that you voluntarily provide to us

Information collected when you use our website

When you visit our website, certain technical information may be processed automatically in order to operate, secure and maintain the website.

This may include:

- IP address
- Browser type and version
- Device type
- Operating system
- Date and time of access
- Pages visited
- Referring website
- Basic technical and diagnostic information
- Information relating to website security and performance

Some of this information may constitute personal data under the GDPR.

3. How we collect personal data

We may collect personal data:

- Directly from you when you contact us
- When you complete a website enquiry or contact form
- When you communicate with us by email or telephone
- When you request information about our services
- When you enter into a business relationship with us
- From information supplied by an organisation that you represent
- From publicly available professional or business sources where lawful
- Automatically through the operation of our website and necessary technical technologies
- Through cookies and similar technologies where you have provided consent, where consent is legally required

Where we obtain personal data from another source rather than directly from you, we will provide the information required by the GDPR where applicable.

4. Why we process personal data

We may process personal data for the following purposes:

- Responding to enquiries
- Providing information about our services
- Preparing quotations and proposals
- Communicating with prospective and existing clients
- Managing business relationships
- Providing contracted services
- Managing maritime database projects
- Providing database migration and data management services
- Managing project communications and administration
- Maintaining business and financial records
- Operating and maintaining our website
- Protecting the security and integrity of our website and systems
- Detecting and preventing fraud, abuse or unauthorised access
- Improving our website and services
- Complying with legal and regulatory obligations
- Establishing, exercising or defending legal claims
- Sending business communications and marketing where permitted by law

We will not collect or process personal data for purposes that are incompatible with the purposes for which it was originally collected unless we have a lawful basis for doing so.

5. Legal basis for processing

We process personal data only where there is a lawful basis under Article 6 of the GDPR.

Depending on the circumstances, the legal basis may include:

Performance of a contract

We may process personal data where it is necessary to enter into or perform a contract with you or the organisation you represent.

For example, we may need your contact information to provide a quotation, manage a project or deliver contracted services.

Legitimate interests

We may process personal data where processing is necessary for our legitimate business interests and those interests are not overridden by your fundamental rights and freedoms.

Examples may include:

- Responding to business enquiries
- Managing client and supplier relationships
- Operating and maintaining our website
- Maintaining information security
- Preventing fraud and misuse
- Improving our services
- Managing our business operations

Where we rely on legitimate interests, we will consider the interests, rights and freedoms of the individuals concerned.

Legal obligation

We may process personal data where processing is necessary to comply with a legal obligation applicable to Data Pyramid.

Consent

Where required by law, we will obtain your consent before processing your personal data.

This may apply to certain marketing activities or non-essential cookies and similar tracking technologies.

Where processing is based on consent, you have the right to withdraw that consent at any time.

Consent must be freely given, specific, informed and unambiguous.

6. Personal data contained in client databases

Data Pyramid provides specialist maritime database services that may involve information supplied by clients.

Client projects may involve information contained within:

- Vessel databases
- Crew databases
- HR databases
- Maintenance databases
- Technical records
- Personnel records
- Spreadsheets
- Documents
- Scanned records
- Other client-provided information

Some of this information may constitute personal data under the GDPR.

Data controller and data processor roles

Where Data Pyramid processes personal data **on behalf of a client**, the client will normally be the **data controller** and Data Pyramid will act as the **data processor**.

In such circumstances, Data Pyramid will:

- Process personal data only on documented instructions from the client
- Process data only for the agreed project purposes
- Apply appropriate confidentiality obligations
- Implement appropriate technical and organisational security measures
- Restrict access to authorised personnel
- Assist the client where required by applicable data protection legislation
- Notify the client of personal data breaches in accordance with the applicable contractual arrangements and GDPR requirements
- Return or delete personal data where required by the relevant contract
- Use appropriate safeguards when engaging another processor

The specific responsibilities of Data Pyramid and the client will be established through the applicable service agreement and, where required, a **Data Processing Agreement (DPA)**.

This Privacy Policy does not replace the contractual data processing arrangements between Data Pyramid and its clients.

7. Special categories of personal data

We do not intentionally request special categories of personal data through the general Data Pyramid website.

You should not submit sensitive personal information through a general website contact form unless specifically requested and appropriate safeguards have been provided.

Where Data Pyramid processes special categories of personal data as part of a client project, the processing will be governed by the relevant client instructions, contractual arrangements and applicable GDPR requirements.

Special categories may include information such as health information, biometric information, racial or ethnic information, religious beliefs or other categories defined by Article 9 GDPR.

8. Who we may share personal data with

We do not sell personal data.

We may disclose or provide access to personal data where necessary to:

- Authorised Data Pyramid employees and personnel
- Contractors and professional advisers
- Website hosting and IT service providers
- Website maintenance and technical support providers
- Email and communications service providers
- Security and infrastructure providers
- Professional advisers such as accountants or lawyers
- Government authorities or regulators where legally required
- Courts, law enforcement or other competent authorities where required by law
- Business successors or advisers in connection with a merger, acquisition, restructuring or sale of the business

Third-party service providers that process personal data on our behalf will be selected with appropriate consideration of their data protection and security obligations.

Where required by the GDPR, appropriate data processing agreements will be put in place.

9. International transfers of personal data

Data Pyramid is owned and operated by a Bulgarian company and may use service providers located in other countries.

Where personal data is transferred outside the European Economic Area (EEA), we will ensure that an appropriate GDPR-compliant transfer mechanism is used where required.

Depending on the circumstances, this may include:

- An adequacy decision adopted by the European Commission
- Standard Contractual Clauses approved by the European Commission
- Another lawful transfer mechanism recognised under the GDPR

We will also apply appropriate safeguards to protect personal data when it is transferred internationally.

10. Website security

The Data Pyramid website is operated using the WordPress content management system.

We maintain appropriate technical and organisational measures designed to protect personal data processed through the website.

These measures include, as appropriate:

- Secure website hosting
- HTTPS/SSL encryption for website communications
- Access controls
- Restricted administrative access
- Software and security updates
- Protection against malicious activity
- Regular monitoring and maintenance
- Appropriate backup and recovery procedures
- Measures designed to prevent unauthorised access, alteration, disclosure or destruction of personal data

Access to personal data is limited to persons who require it for legitimate business or service-delivery purposes.

No method of transmission over the internet or electronic storage system can be guaranteed to be completely secure. However, we take reasonable and appropriate measures to reduce security risks.

11. WordPress and website technologies

The Data Pyramid website uses WordPress as its content management platform.

WordPress and the website infrastructure may process limited technical information necessary for the operation, security and administration of the website.

We configure the website so that personal data is not collected unnecessarily.

Website forms are used only for legitimate business communication and enquiry purposes.

We do not intentionally use the website to collect special categories of personal data through general enquiry forms.

Where third-party WordPress plugins or services are used to provide website functionality, they will be configured and managed in accordance with applicable data protection requirements.

12. Cookies and similar technologies

The Data Pyramid website may use cookies and similar technologies.

Cookies are small text files or similar technologies that allow information to be stored on, or accessed from, a user's device.

Necessary cookies

Some cookies may be necessary for the website to operate correctly, maintain security, provide requested functionality or remember privacy choices.

Where a cookie is strictly necessary for a service requested by the visitor or otherwise falls within an applicable legal exemption, consent may not be required.

Non-essential cookies

Analytics, advertising, tracking, social media and other non-essential cookies or similar technologies will not be activated where prior consent is legally required unless the visitor has provided the appropriate consent.

Visitors will be provided with appropriate information about non-essential cookies and, where required, the opportunity to accept or refuse them.

Cookie preferences

The website's cookie management functionality will allow visitors, where applicable, to manage their preferences for non-essential cookies.

Visitors should be able to:

- Accept non-essential cookies
- Refuse non-essential cookies
- Change their cookie preferences
- Withdraw previously provided consent

Cookie preferences will be respected by the website.

13. Website analytics

Data Pyramid may use website analytics technologies to understand how visitors use the website and to improve its performance and content.

Where analytics technologies use cookies or similar technologies that require prior consent under applicable law, they will only be activated after the appropriate consent has been obtained.

Analytics information will be used primarily for website performance, usability and business analysis.

We will take reasonable steps to ensure that analytics providers process personal data in accordance with applicable data protection requirements.

14. Contact forms

When you submit an enquiry through the Data Pyramid website, the information you provide may include:

- Name
- Company
- Email address
- Telephone number

- Enquiry or message

We use this information to respond to your enquiry and, where appropriate, to discuss our services or establish a business relationship.

The information submitted through a website form will be accessible only to authorised personnel who need it for legitimate business purposes.

We do not use contact-form information for unrelated purposes.

15. Direct marketing

Data Pyramid may communicate with existing and prospective business contacts about its services where permitted by applicable law.

Where consent is required for electronic marketing, we will obtain the appropriate consent before sending marketing communications.

You may object to direct marketing at any time.

If you no longer wish to receive marketing communications, you can contact us at:

info@datapyramid.co.uk

We will respect your request and stop sending marketing communications where required.

Under the GDPR, individuals have an absolute right to object to processing of their personal data for direct marketing purposes.

16. How long we retain personal data

We retain personal data only for as long as necessary for the purposes for which it was collected, taking into account legal, contractual, accounting, operational and legitimate business requirements.

Retention periods may vary depending on the type of information.

Website enquiries:

Information may be retained for the period necessary to respond to the enquiry and manage any resulting business relationship.

Client information:

Information may be retained for the duration of the client relationship and for an appropriate period afterwards where necessary for contractual, legal, accounting or dispute-resolution purposes.

Project information:

Client project information will be retained in accordance with the relevant contractual arrangements.

Marketing information:

Marketing information will be retained until the individual unsubscribes, objects to processing or the information is otherwise determined to be no longer necessary.

When personal data is no longer required, we will securely delete, anonymise or otherwise dispose of it.

17. Your rights under the GDPR

Depending on the circumstances, you have the following rights under the GDPR:

Right of access

You can request confirmation as to whether we process your personal data and request a copy of that data.

Right to rectification

You can request correction of inaccurate or incomplete personal data.

Right to erasure

You may request deletion of your personal data where the legal requirements for erasure are met.

Right to restriction

You may request that we restrict processing of your personal data in certain circumstances.

Right to data portability

Where applicable, you may request your personal data in a structured, commonly used and machine-readable format and request its transfer to another controller.

Right to object

You may object to certain processing based on legitimate interests.

You have an absolute right to object to processing of your personal data for direct marketing.

Right to withdraw consent

Where processing is based on consent, you may withdraw your consent at any time.

Withdrawal of consent does not affect the lawfulness of processing carried out before the consent was withdrawn.

Rights relating to automated decision-making

Where applicable, you may have rights relating to decisions based solely on automated processing, including profiling, where those decisions produce legal or similarly significant effects.

Data Pyramid does not intend to use personal data collected through this website for solely automated decision-making that produces legal or similarly significant effects.

18. How to exercise your rights

To exercise your GDPR rights, please contact:

Email: info@datapyramid.co.uk

Please provide enough information for us to understand your request and, where necessary, verify your identity.

We will respond to valid requests within the timeframe required by the GDPR.

In most circumstances, requests should be handled without undue delay and normally within **one month** of receipt.

Where a request is particularly complex or numerous, this period may be extended where permitted by the GDPR. We will inform you if an extension is required.

19. Data protection complaints

If you have concerns about how we process your personal data, we encourage you to contact us first so that we can investigate and attempt to resolve your concern.

You also have the right to lodge a complaint with the competent data protection supervisory authority.

As the Data Pyramid business is operated by a Bulgarian company, the relevant supervisory authority will generally be the Bulgarian data protection authority, subject to the applicable GDPR rules concerning supervisory authority competence.

Commission for Personal Data Protection (CPDP)

Bulgaria

Website: <https://www.cpdp.bg/>

If you are located in another EU/EEA Member State, you may also have the right to lodge a complaint with the data protection supervisory authority in your country of residence, place of work or the place of the alleged infringement, depending on the circumstances.

20. Third-party websites

The Data Pyramid website may contain links to third-party websites.

This Privacy Policy does not apply to third-party websites.

We are not responsible for the privacy practices, content, security or data processing activities of external websites.

You should review the privacy policy of any third-party website before submitting personal data to it.

21. Children's privacy

The Data Pyramid website is intended primarily for business and professional users.

We do not knowingly collect personal data from children through the website.

If you believe that a child has provided personal data to us, please contact us so that we can investigate and take appropriate action.

22. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect:

- Changes to our services
- Changes to our website
- Changes to our data processing activities
- Changes to third-party service providers
- Changes in applicable legislation or regulatory requirements

When we make changes, we will update the "**Last updated**" date shown at the beginning of this Privacy Policy.

We recommend reviewing this page periodically.

23. Contact us

If you have any questions about this Privacy Policy or how Data Pyramid processes personal data, please contact us:

Data Pyramid

Apt 50, 58 Vasil Stefanov, Sofia 1404, Sofia city, Bulgaria.

Telephone: +359 88 528 7645

Email: info@datapyramid.co.uk

Website: <https://datapyramid.co.uk/>

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