



AI INNOVATIONS LAB · LEGAL

Privacy Notice

This notice explains how Wayne Scott-Fox, a UK sole trader, collects, uses, shares and protects personal data through waynescottfox.com, and sets out the rights available to the people that data belongs to. The notice is informational and does not form a contract.

CONTROLLER
Wayne Scott-Fox

WEBSITE
waynescottfox.com

VERSION
Final

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01 About Wayne Scott-Fox

Wayne Scott-Fox is a sole trader based in the United Kingdom, trading under his own name. The business is not a limited company, is not incorporated, and has no legal identity separate from Wayne as an individual.

Through waynescottfox.com, Wayne runs the Wayne Scott-Fox AI Innovations Lab: a personal portfolio presenting the AI products, systems and projects he designs and builds.

For the purposes of UK data protection law, Wayne Scott-Fox is the **controller** of the personal data described in this notice. This means he decides why and how that data is used and is responsible for handling it lawfully. The main laws involved are the UK General Data Protection Regulation (UK GDPR), the Data Protection Act 2018 and, for cookies and similar technologies, the Privacy and Electronic Communications Regulations 2003 (PECR).

■ HOW TO CONTACT WAYNE

Wayne does not publish a postal address or telephone number on the website. Questions about this notice, or requests about your personal data, can be sent using the **contact form on waynescottfox.com**. Wayne will reply to the email address you provide.

02 Scope of This Notice

This notice applies to personal data Wayne handles through waynescottfox.com. In practice, that means:

- people who visit the website;
- people who send an enquiry using the website contact form; and
- any follow-up correspondence that arises from an enquiry.

This notice does not cover external websites linked from waynescottfox.com, such as usereggie.co.uk. Those sites are responsible for their own privacy information.

The products and systems featured in the portfolio are shown for information. Featuring a product on this website does not mean Wayne collects personal data through that product via this website. Where a product collects personal data, its own privacy notice applies.

This notice is informational. It describes current practice and the relevant legal position, and does not form part of any contract.

03 Personal Data Collected

The website collects a limited amount of personal data. The table below summarises all of it.

CATEGORY	WHAT IT INCLUDES	WHERE IT COMES FROM
Contact form data	Your name, your email address and the content of your message.	You, when you submit the contact form.
Correspondence	Any further messages exchanged between you and Wayne about your enquiry.	You and Wayne, if the conversation continues.
Technical request data	IP address, date and time of the request, page requested, browser and device information (user agent) and the referring page.	Your browser, automatically, when it loads any page. Recorded in hosting logs.

WHAT THE WEBSITE DOES NOT COLLECT

× ANALYTICS	× ADVERTISING	× TRACKING PIXELS	× NON-ESSENTIAL COOKIES
× MARKETING PROFILES	× USER ACCOUNTS	× PAYMENTS	× NEWSLETTER SIGN-UPS

Wayne does not ask for special category data, such as information about health, ethnic origin, religious belief or sexual orientation. Please do not include this kind of information in your message. If you include it anyway, Wayne will use it only to deal with your enquiry and will not keep it longer than needed.

04 How and Why Personal Data Is Used

UK GDPR requires a lawful basis for each use of personal data. The table below sets out each purpose and the basis relied on.

PURPOSE	LAWFUL BASIS
Reading and replying to your enquiry	Legitimate interests: responding to people who choose to get in touch. Where your enquiry asks Wayne to consider work for you, taking steps at your request before entering into a contract.
Keeping a record of the enquiry and correspondence	Legitimate interests: keeping an accurate record of business communications and being able to answer any later question about them.
Hosting the website, keeping it secure and filtering spam or misuse	Legitimate interests: running a reliable, secure website and protecting it and its visitors from abuse.
Meeting legal obligations	Legal obligation: for example, responding to a lawful request from an authority, or keeping financial records if an enquiry leads to paid work.

Where Wayne relies on legitimate interests, he has considered whether the use is genuinely necessary and whether your interests, rights and freedoms outweigh his. The uses above are limited, expected by people who contact a website, and have minimal impact on privacy.

Wayne does not currently rely on consent for any processing through the website. If a non-essential cookie or similar technology were ever introduced, PECR would require your consent first, and you could withdraw that consent at any time.

Wayne does not sell personal data, use it for advertising, or use it to build marketing profiles.

05 Website Contact Enquiries

The contact form asks for three things: your **name**, your **email address** and your **message**.

■ HOW SUBMISSIONS ARE HANDLED

The form is provided through Netlify Forms, a feature of the website's hosting provider, Netlify. When you submit the form, your details are sent to Netlify and stored within Wayne's Netlify account, where Wayne can read them. Wayne may also receive a notification of the submission by email. Netlify acts as a service provider (processor) for this, handling the data on Wayne's behalf.

Netlify applies automated spam filtering to form submissions. This involves checking the submission content and related technical details to identify spam.

■ IF AN ENQUIRY LEADS TO WORK

If your enquiry develops into a working relationship, Wayne will keep the contact details and correspondence needed to discuss and deliver that work, and to meet his accounting and legal obligations. Where any such work involves Wayne handling personal data on a client's behalf, the client is normally the controller of that data and Wayne acts as its processor under separate written terms. That processing falls outside this notice.

■ NO MARKETING

Submitting the contact form does not add you to any mailing list. Wayne does not send marketing emails to people who use the form. If this ever changed, Wayne would ask for your clear, separate agreement first, as PECR requires, and would update this notice.

06 Website Visitors, Hosting and Technical Data

■ HOSTING AND SERVER LOGS

waynescottfox.com is hosted by Netlify. As with any website, when your browser requests a page, Netlify's servers receive standard technical information, including your IP address, the date and time, the page requested, your browser and device type and the referring page. This information is recorded in hosting logs.

These logs are used to deliver the website, keep it secure, diagnose faults and protect against abuse. They are not used to identify individual visitors or to build profiles.

■ COOKIES AND SIMILAR TECHNOLOGIES

The website currently has:

- no analytics tools;
- no advertising or ad tracking;
- no tracking pixels;
- no non-essential cookies;
- no browser storage (localStorage or sessionStorage) for tracking; and
- no social media embeds or third-party video embeds.

The separate Cookie Policy on waynescottfox.com gives more detail. If a non-essential cookie or similar technology is introduced in future, your consent will be requested first, and both the Cookie Policy and this notice will be updated beforehand.

■ FONTS

The fonts used on the website are self-hosted. Loading a page does not send your IP address to a third-party font service.

■ LINKS TO EXTERNAL WEBSITES

The website contains links to external websites, such as usereggie.co.uk. No personal data is passed to an external site unless you choose to click a link. When you do, your browser connects directly to that site, which will receive your IP address and standard browser information. Depending on your browser settings and the website's configuration, it may also receive the address of the page you came from (known as the referrer). The external site's own privacy notice then applies.

07 AI and Automated Processing

The AI Innovations Lab presents AI products and systems. This section explains how AI relates to the personal data handled through this website.

■ WAYNE'S USE OF AI

Wayne uses AI throughout his own work, including research, drafting, coding and analysis. Contact form submissions are not routinely entered into AI systems. If AI is used to assist with an enquiry, personal data is kept to the minimum needed, sensitive information is excluded where reasonably possible, and providers with appropriate data protection terms are used. An AI provider used in this way is treated as a service provider under Section 8.

■ NO AI FEATURES ON THE WEBSITE

The website does not currently include an AI chat assistant or any other feature that sends what visitors type to an AI system. If such a feature is added, this notice will be updated before it goes live.

■ AUTOMATED DECISION-MAKING

Wayne does not make decisions about individuals based solely on automated processing, including profiling, that produce legal or similarly significant effects.

08 Service Providers and Data Sharing

Personal data is shared only to the extent needed for the purposes in this notice. The recipients are:

- **Netlify**, which hosts the website, records hosting logs and provides the contact form. Netlify's own privacy notice explains how it handles data for its own purposes, such as operating and securing its platform.
- **Email provider** used by Wayne to receive form notifications and correspond with people who get in touch.
- **AI providers**, only in the limited way described in Section 7.
- **Professional advisers**, such as an accountant or legal adviser, where reasonably necessary.
- **Authorities or other parties** where required by law, regulation or valid legal process, or where needed to establish, exercise or defend legal rights, or to protect the safety of any person.

Wayne does not sell personal data and does not share it with third parties for their own marketing.

Wayne takes reasonable steps to use providers with appropriate safeguards and to have suitable contractual terms in place with them where required, such as a data processing agreement.

09 International Transfers

Netlify is based in the United States and operates infrastructure in several countries, so contact form submissions and hosting logs may be processed outside the United Kingdom. Wayne's email and AI providers may also process data outside the UK.

Where personal data is transferred outside the UK, Wayne relies on a recognised legal mechanism under UK data protection law. Depending on the provider and destination, this may be UK adequacy regulations (including the UK Extension to the EU-US Data Privacy Framework, where a US provider is certified), the UK International Data Transfer Agreement (IDTA), or the UK Addendum to the EU Standard Contractual Clauses.

Wayne keeps these arrangements under periodic review, because the available mechanisms and the destinations covered by adequacy regulations can change. Further information about the safeguards for a particular transfer is available on request using the contact form.

10 Data Retention and Security

■ HOW LONG DATA IS KEPT

DATA	RETENTION
Contact form submissions and related correspondence	Normally kept for 12 months after the last contact, then deleted from Netlify Forms and Wayne's email account. Data may be kept longer if the enquiry leads to paid work, where a legal or accounting obligation applies, or if needed in connection with a legal claim.
Hosting logs	Hosting logs are retained by Netlify in accordance with its own service and account retention settings. Wayne does not keep separate copies of those logs.
Records relating to paid work	Financial records are kept for the period required by UK tax law.

Once personal data is no longer needed for the purpose it was collected for, Wayne deletes or anonymises it where reasonably practicable. Data kept for a specific legal reason, such as tax, is used only for that reason.

■ SECURITY

Wayne applies reasonable technical and organisational measures appropriate to the data involved, including access-restricted accounts and encrypted (HTTPS) connections to the website. No system can be guaranteed completely secure, and this notice does not represent such a guarantee.

11 Your Data Protection Rights

Subject to the conditions and exemptions in UK data protection law, you have the right to:

- be informed about how your personal data is used;
- access a copy of your personal data;
- have inaccurate personal data corrected;
- have your personal data erased in certain circumstances;
- restrict how your personal data is used in certain circumstances;
- object to processing based on legitimate interests;
- data portability, where it applies;
- not be subject to decisions based solely on automated processing that significantly affect you; and
- withdraw consent at any time, where processing is based on consent, without affecting anything done before you withdraw.

To exercise any of these rights, use the contact form on waynescottfox.com. Wayne may need to confirm your identity before acting on a request. There is normally no fee. Wayne will respond within one month, which may be extended by up to two further months where a request is complex or numerous, in which case he will tell you within the first month.

These rights apply to personal data Wayne controls. Where Wayne handles data only as a processor for a client, your request should go to that client as controller, and Wayne will assist them where required.

12 Complaints

If you are unhappy with how your personal data has been handled, you are welcome to raise it with Wayne first using the contact form. In line with the direct complaints requirement that has applied under UK data protection law since 19 June 2026, Wayne will acknowledge a data protection complaint within 30 days of receiving it, then look into the concern and respond.

You also have the right to complain to the UK's data protection regulator, currently the Information Commissioner's Office (ICO), which is being restructured into a body known as the Information Commission under recent legislation. You can complain to the regulator at any time. Raising the issue with Wayne first is not required, although he would welcome the chance to resolve it directly.

The regulator's current contact details and online complaint form are available at ico.org.uk. If the regulator's name or contact route changes, the current position will be shown on that site.

13 Changes and Contact

Wayne will update this notice when his practices or the law change. Updates will be made before any change in how the website handles personal data takes effect, such as adding analytics, a different form provider, a mailing list or an AI feature. The current version is published on waynescottfox.com, and the date of the last update is shown on the cover.

This notice sits alongside the Cookie Policy published on waynescottfox.com. The notice does not form part of any contract.

Questions about this notice, or about how your personal data is handled, can be sent using the contact form on waynescottfox.com. If any part of this notice is unclear, Wayne is happy to explain it in plain terms on request.

