

PRIVACY AND COOKIES POLICY

Maverick AI

Effective date: 13 February 2026

1. Introduction

Maverick AI is committed to protecting and respecting your privacy.

This Privacy and Cookies Policy explains how we collect, use, store and protect your personal data when you visit our website, use our services, or interact with us.

We process personal data in accordance with the UK General Data Protection Regulation and the Data Protection Act 2018.

If you have any questions about this policy, please contact us at:
Email: info@maverickai.uk

2. Who We Are

Maverick AI provides artificial intelligence consultancy, automation services and digital solutions for businesses.

For the purposes of data protection law, Maverick AI is the data controller responsible for your personal data.

3. What Personal Data We Collect

We may collect and process the following data:

Information you provide directly

- Full name
- Email address
- Telephone number
- Company name
- Job title
- Enquiry details submitted via contact forms
- Any other information you choose to provide

Information collected automatically

- IP address
- Browser type and version
- Device information
- Pages visited and time spent on site
- Referring website
- Usage data through analytics tools

4. How We Use Your Information

We use your personal data to:

- Respond to enquiries
- Provide our services
- Send relevant business communications

- Improve our website and services
- Maintain security and prevent fraud
- Comply with legal obligations

We will only use your data where we have a lawful basis to do so, including:

- Your consent
- Performance of a contract
- Legal obligation
- Legitimate interests

5. How We Store and Protect Your Data

We take appropriate technical and organisational measures to protect your personal data, including:

- Secure hosting environments
- SSL encryption
- Access controls
- Regular software updates

We retain personal data only for as long as necessary to fulfil the purposes outlined in this policy or to comply with legal requirements.

6. Sharing Your Information

We do not sell your personal data.

We may share your data with trusted third parties where necessary, including:

- Website hosting providers
- Analytics providers
- Email marketing platforms
- Professional advisers

All third parties are required to respect the security of your data and to treat it in accordance with the law.

7. International Transfers

Where data is transferred outside the UK, we ensure appropriate safeguards are in place, such as standard contractual clauses or use of providers operating under recognised data protection frameworks.

8. Your Data Protection Rights

Under UK data protection law, you have the right to:

- Access your personal data
- Request correction of inaccurate data
- Request erasure of your data
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent at any time

You also have the right to lodge a complaint with the Information Commissioner's Office.

9. Cookies

Our website uses cookies to improve your experience.

What are cookies

Cookies are small text files stored on your device when you visit a website. They help the website function properly and provide information to the site owner.

Types of cookies we use

Essential cookies

Necessary for the website to function correctly.

Analytics cookies

Help us understand how visitors use our website so we can improve performance.

Functionality cookies

Remember your preferences and enhance user experience.

Marketing cookies

May be used to deliver relevant content and track campaign effectiveness.

You can control or disable cookies through your browser settings. Please note that disabling certain cookies may affect website functionality.

10. Third Party Links

Our website may contain links to other websites. We are not responsible for the privacy practices of external sites.

11. Changes to This Policy

We may update this Privacy and Cookies Policy from time to time. Any changes will be published on this page with an updated effective date.

12. Contact Us

If you have any questions about this Privacy and Cookies Policy or how we handle your data, please contact:

Maverick AI

Email: info@maverickai.uk