

Privacy Policy

Affinity7 Consulting Ltd ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, store, and share your personal information when you use our software, services, and websites, including gitopsmanager.io.

1. Information We Collect

We collect the following types of information:

- **Personal Information:** Such as your name, email address, and payment details when you create an account, purchase a subscription, or contact us for support.
- **Technical Data:** Includes IP addresses, device information, and limited usage data collected for service security and performance monitoring.
- **Network Information:** Includes CIDR ranges provided by you to restrict and protect access to web-based parts of your application. This helps secure your environment by allowing access only from specified IP ranges.
- **Subscription Information:** Includes details about the Azure subscription you use with our software to facilitate service provisioning and support.

2. How We Use Your Information

We use your information for the following purposes:

- To provide, maintain, and improve our software and services.
- To process payments, manage subscriptions, and provide customer support.
- To communicate with you about updates, new features, or changes to our services.
- To comply with legal obligations and resolve disputes.
- To analyze general usage trends and improve user experience.

3. Analytics and Advertising

We currently do not use tracking cookies or personalized analytics. If we introduce analytics in the future, they will be privacy-focused, cookie-free, and fully compliant with UK GDPR (for example, Plausible, Fathom, or Cloudflare Web Analytics).

Such analytics, if used, will collect only anonymous, aggregated metrics — for example, which pages were visited and how users reached our website (e.g., from LinkedIn or an online advertisement). This information helps us measure general traffic patterns and advertising effectiveness but does not identify individual visitors.

4. Sharing Your Information

We may share your information in the following limited circumstances:

- **With Service Providers:** For example, payment processors such as Stripe, to process transactions and provide our services.
- **For Legal Compliance:** If required by law or in response to valid legal requests.
- **Business Transfers:** If our business is sold or merged, your information may be transferred to the new owner.

5. Data Security

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, loss, or misuse. However, no method of electronic storage is 100% secure.

6. Data Breach Notification Policy

In the unlikely event of a data breach, we will promptly assess the situation and, where required by law, notify

affected users and relevant authorities within 72 hours (in accordance with UK and EU GDPR requirements).

7. Data Retention and Removal

We remove customer data from our systems 30 days after subscription cancellation, unless retention is required by law (for example, billing and tax records).

8. Your Rights

Under UK GDPR and other applicable laws, you have rights to access, correct, delete, and restrict processing of your personal data, as well as to withdraw consent at any time. Requests can be made using the contact options provided on our website.

9. Children's Privacy

Our services are not directed to children under 13. We do not knowingly collect personal data from children.

10. Changes to This Privacy Policy

We may update this Privacy Policy periodically. The updated version will be posted at gitopsmanager.io/legal/privacy.html with a new effective date.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please use the **“Talk to Sales”** option on our website.

When you click **“Talk to Sales”**, the page scrolls to our contact form, where you can enter your email address and select **“Email me a link”**. We will send you a one-time, time-limited link to our secure contact form. This process helps prevent spam, confirms that your email can receive replies from our verified domain, and improves message deliverability through corporate filters.

Affinity7 Consulting Ltd
320 Firecrest Court, Centre Park,
Warrington, Cheshire, United Kingdom, WA1 1RG

By using our services or visiting gitopsmanager.io, you agree to this Privacy Policy and the processing of your data as described herein.

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