



Data Privacy Policy

Last updated 25th April 2025

GOAT Risk Solutions Limited ("GOAT") is registered with the Information Commissioners' Office (ICO) and takes privacy and security of your information seriously. The information you keep and share with GOAT allows us to provide you with the best experience with our products and services. Our Chief Executive is our Data Protection Officer who leads the programme to ensure your personal information is handled properly worldwide. We set out below how we collect, use and disclose personal information.

Definitions and interpretation

Data means collectively all information that you submit to GOAT;

Personal data means any information which relates to a living, identifiable person including name, address, telephone number, e-mail address, IP addresses, cookie data and other information relating to that person or a combination of information which, if put together, means that the person can be identified;

Special category data means personal data about a person's gender, race, ethnic origin, politics, religion, trade union membership, genetics, biometrics, health, or sexual orientation;

Data subject means the person whose personal data is being processed;

Processing covers all activities relating to the use of personal data by GOAT from collection through to storage, disposal and everything in between;

GDPR is the General Data Protection Regulation from the UK Data Protection Act (2018);

Cookies are small text files placed on your computer when visiting certain parts of a website. These enhance the performance of the website, help to analyse site visitor information, enable enhanced functioning and help to target more advertising that is relevant to your interests;

UK Cookie Law the Privacy and Electronic Communications (Amendment) Regulations 2011;

User or you any third party that accesses the Website and is not either (i) employed by GOAT Risk Solutions Ltd. and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to GOAT Risk Solutions Ltd. and accessing the Website in connection with the provision of such services; and



Website the website that you are currently using, <https://goatrisk solutions.com>, and any sub-domains of this site unless expressly excluded by their own terms and conditions.

In this privacy policy, unless the context requires a different interpretation:

- The singular includes the plural and vice versa;
- References to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
- A reference to a person includes firms, companies, government entities, trusts and partnerships;
- "Including" is understood to mean "including without limitation";
- Reference to any statutory provision includes any modification or amendment of it;
- The headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

This policy applies to actions of GOAT to users of our website <https://goatrisk solutions.com>, and sub-domains of this website; our clients that use GOAT Risk™; and training and consultancy services; our contacts and potential clients and our employees, partners, contractors and consultants. For the purpose of GDPR, GOAT is the "data controller" as we make decisions on how and why personal data is processed.

GDPR Principles

GOAT stands by the six overall guiding principles of GDPR:

- Lawfulness, transparency and fairness;
- Purpose limitation;
- Data minimisation;
- Accuracy;
- Storage limitation;
- Confidentiality and integrity.

How we collect Data

We collect data in the following ways:

1. GOAT Risk Solutions Ltd. will collect your Data in a number of ways, in each case, in accordance with this privacy policy, for example:
 - When you contact us through the Website, by telephone, post, e-mail or through any other means;
 - When you register with us and set up an account to receive our products/services;
 - When you elect to receive marketing communications from us;
 - When you use our products and services;



2. GOAT Risk Solutions Ltd. will receive Data about you from the following third parties:

MARKETING – DATA PROCESSING SERVICES

- DoubleClick Ad;
- Google Analytics;
- LinkedIn Insight Tag;
- Google Ads;
- Facebook Social Plugins;
- Microsoft Advertising Remarketing;
- Leadinfo;
- Microsoft Clarity;
- Sopro;
- Sourceforge;
- Capterra;
- Software Advice;
- Google Ads Conversion Tracking.

FUNCTIONAL – DATA PROCESSING SERVICES

- Tidio;
- Ipapi;
- Google Tag Manager;
- YouTube Video;
- Google AJAX;
- Cloudflare;
- Google Fonts;
- ReCAPTCHA;
- LinkedIn Plugin;
- Amazon Web Services;
- Microsoft Azure;
- Mouseflow;
- Google Play;
- Simplebooklet.

ESSENTIAL – DATA PROCESSING SERVICES

- Usercentrics Consent Management Platform;
- gstatic.

3. To the extent that you access our website, we will collect your Data automatically, for example:
 - We automatically collect some information about your visit to the Website. This information helps us to make improvements to Website content and navigation, and includes your IP address, the date, times

and frequency with which you access the Website and the way you use and interact with its content;

- We will collect your Data automatically via cookies, in line with the cookie settings on your browser. For more information about cookies, and how we use them on the Website, see the section below, headed "Cookies".

Our use of Data

In each case, in accordance with this privacy policy.

1. Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our Website, Product or Services. Specifically, Data may be used by us for the following reasons:
 - Internal record keeping;
 - Use and improvement of our products / services;
 - Contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise for further publication.
2. We may use your Data for the above purposes if we deem it necessary to do so for our legitimate interests. If you are not satisfied with this, you have the right to object in certain circumstances (see the section headed "Your rights" below).
3. For the delivery of direct marketing to you via e-mail, we will need 'Legitimate Interest', or your consent, whether via an opt-in or soft-opt-in:
 - Soft opt-in consent is a specific type of consent which applies when you have previously engaged with us (for example, you contact us to ask us for more details about a particular product/service, and we are marketing similar products/services). Under "soft opt-in" consent, we will take your consent as given unless you opt-out;
 - For other types of e-marketing, we are required to have 'Legitimate Interest' or obtain your explicit consent; that is, you need to take positive and affirmative action when consenting by, for example, checking a tick box that we'll provide;
 - If you are not satisfied about our approach to marketing, you have the right to withdraw consent at any time. To find out how to withdraw your consent, see the section headed "Your rights" below.
4. When you register with us and set up an account to receive our services, the legal basis for this processing is the performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.
5. We may use your Data to show you GOAT Risk Solutions Ltd. adverts and other content on other websites. If you do not want us to use your data to show you GOAT Risk Solutions Ltd. adverts and other content on other websites, please turn off the relevant cookies (please refer to the section headed "Cookies" below).

Who we share Data with

We may share your Data with the following groups of people for the following reasons: in each case, in accordance with this privacy policy.

- Any of our group companies or affiliates – to ensure the proper administration of our website and business;
- Our employees, agents and/or professional advisors – to obtain advice from professional advisers;
- Third party service providers who provide services to us which require the processing of personal data – to help third party service providers in receipt of any shared data to perform functions on our behalf to help ensure the website runs smoothly;
- Third party payment providers who process payments made over the Website – to enable third party payment providers to process user payments and refunds;
- Relevant authorities – to facilitate the detection of crime or the collection of taxes or duties.

Third Party Processors

Our carefully selected partners and service providers may process personal information about you on our behalf as described below:

Digital Marketing Service Providers

We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information. Our appointed data processors include:

(i) Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their privacy policy here: <http://sopro.io>. Sopro are registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: dpo@sopro.io.

Keeping Data secure

We will use technical and organisational measures to safeguard your Data. Details of our Information Security is set out at <https://www.goatriskssolutions.com/goats-information-security/>. If you suspect any misuse or loss or unauthorised access to your Data, please let us know immediately by contacting us via this e-mail address: info@goatriskssolutions.com.

If you want detailed information from Get Safe Online on how to protect your information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit www.getsafeonline.org. Get Safe Online is supported by HM Government and leading businesses.



Data retention

Unless a longer retention period is required or permitted by law, we will only hold your Data on our systems for the period necessary to fulfil the purposes outlined in this privacy policy or until you request that the Data be deleted.

Even if we delete your Data, it may persist on backup or archival media for legal, tax or regulatory purposes.

Your rights

You have the following rights in relation to your Data:

- Right to access – the right to request (i) copies of the information we hold about you at any time, or (ii) that we modify, update or delete such information. If we provide you with access to the information we hold about you, we will not charge you for this, unless your request is “manifestly unfounded or excessive.” Where we are legally permitted to do so, we may refuse your request. If we refuse your request, we will tell you the reasons why;
- Right to correct – the right to have your Data rectified if it is inaccurate or incomplete;
- Right to erase – the right to request that we delete or remove your Data from our systems;
- Right to restrict our use of your Data – the right to “block” us from using your Data or limit the way in which we can use it;
- Right to data portability – the right to request that we move, copy or transfer your Data;
- Right to object – the right to object to our use of your Data including where we use it for our legitimate interests.

To make enquiries, exercise any of your rights set out above, or withdraw your consent to the processing of your Data (where consent is our legal basis for processing your Data), please contact us via this e-mail address: info@goatriskssolutions.com.

If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the relevant data protection authority. For the UK, this is the Information Commissioner’s Office (ICO). The ICO’s contact details can be found on their website at <https://ico.org.uk/>.

It is important that the Data we hold about you is accurate and current. Please keep us informed if your Data changes during the period for which we hold it.

Data is not transferred outside of UK

We store and backup your Data in the Microsoft Azure UK South Data Centre and do not transfer your data to other territories.

Version and record of changes

Version	Key Changes	Date
1.0	First published	09/01/2019
1.1	Definitions and interpretation, added: <ul style="list-style-type: none"> • User or You • Website 	06/12/2021
1.2	Definitions and interpretation <ul style="list-style-type: none"> • Changed GDPR from EU to UK • Added UK Cookie Law 	13/02/2023
1.3	How we collect Data 2. Updated third parties <ul style="list-style-type: none"> • DoubleClick Ad; • Google Analytics; • LinkedIn Insight Tag; • Google Ads; • Facebook Social Plugins; • Microsoft Advertising Remarketing; • Leadinfo; • Microsoft Clarity; • Sopro; • Sourceforge; • Capterra; • Software Advice; • Google Ads Conversion Tracking. • Tidio; • Ipapi; • Google Tag Manager; • YouTube Video; • Google AJAX; • Cloudflare; • Google Fonts; • ReCAPTCHA; • LinkedIn Plugin; • Amazon Web Services; • Microsoft Azure; • Mouseflow; • Google Play; • Simplebooklet. 	26/03/2024
1.4	Added this table of changes and download button How we collect Data <ul style="list-style-type: none"> • Split out Marketing – Data Processing Services, Functional – Data Processing Services and Essential Data Processing Services • Added <ul style="list-style-type: none"> • Usercentrics Consent Management Platform; • gstatic. 	25/04/2025