

Privacy Policy

Apex Artificial Intelligence Limited • Company No. 17194741 • Last updated 12 June 2026

This Privacy Policy explains how Apex Artificial Intelligence Limited collects and uses personal data when you use apexartificialintelligence.io or contact us.

Who we are

Apex Artificial Intelligence Limited (“Apex AI”, “we”, “us”), a company registered in England and Wales (company number 17194741), registered office 167-169 Great Portland Street, 5th Floor, London, W1W 5PF. Contact: ash@apexaiuk.com .

What we collect

- Information you give us through the demo or contact form: your name, work email, company, phone number (optional) and message.
- Call and interaction data where our AI agents handle calls on our or a client's behalf (audio, transcripts, contact and booking details).
- Technical information such as your IP address and basic logs, and analytics data where you consent (see our Cookie Policy).

How we use it

To respond to your enquiry and arrange a demo, to provide and improve our services, to keep the site secure, and to meet our legal obligations.

Lawful basis

We rely on your consent (form submissions and optional cookies) and on our legitimate interests in responding to enquiries, running and securing our website, and growing our business in a way that respects your rights.

Who we share it with

We do not sell your data. We share it only with vetted providers who help us run the site and deliver the service, under appropriate agreements: Anthropic (Claude), Vapi (voice), HighLevel (CRM), Vercel (hosting) and Google (analytics, with consent). See our Data Protection statement for detail.

Retention

We keep enquiry and interaction data only as long as needed for the purpose, or as required by a client agreement or by law, then delete it.

Your rights

You have the right to access, correct, delete or restrict your data, to object to processing, to data portability, and to withdraw consent at any time. To exercise any of these, email ash@apexaiuk.com . You can also complain to the Information Commissioner's Office (ico.org.uk).

International transfers

Some providers process data outside the UK under appropriate safeguards such as adequacy regulations or standard contractual clauses.

Changes

We may update this policy from time to time. The date above shows the latest version.

This document is provided as a general template and is not legal advice. Please have it reviewed against your specific circumstances before you rely on it.