Data Processing Agreement

Effective Date: 01/01/2026

This Data Processing Agreement ("DPA") forms part of the agreement between **Reliable Insights Ltd** ("Processor") and the customer identified in the applicable order form or agreement ("Controller") and governs the processing of personal data in connection with the Services.

1. Definitions

Terms used but not defined in this DPA shall have the meanings given in UK GDPR and the Platform Terms of Service.

2. Scope and Roles

2.1 The Controller appoints the Processor to process personal data on its behalf solely for the purpose of providing the Services.

2.2 The Controller determines the purposes and means of the processing. The Processor acts only on documented instructions from the Controller.

3. Details of Processing

3.1 **Subject Matter:**
Provision of SaaS, hardware-enabled data collection, analytics, and related support services.

3.2 **Duration:**
For the term of the Services and any post-termination period required to return or delete data.

3.3 **Nature and Purpose:**
Collection, storage, transmission, analysis, and support-related processing of data uploaded to or generated by the Services.

3.4 **Types of Personal Data:**
Business contact data, user account data, and any personal data included within customer datasets.

3.5 **Categories of Data Subjects:**
Customer personnel, end users, and other individuals whose data is processed through the Services.

4. Processor Obligations

The Processor shall:

a) process personal data only on documented instructions from the Controller
b) ensure personnel authorised to process personal data are bound by confidentiality obligations

c) implement appropriate technical and organisational measures to protect personal data
d) assist the Controller in responding to data subject rights requests, where reasonably required
e) notify the Controller without undue delay of any personal data breach
f) delete or return personal data upon termination of the Services, unless retention is required by law

5. Security Measures

The Processor shall implement appropriate security measures, including:

- access controls and authentication

- encryption in transit where appropriate

- segregation of customer environments

- incident response procedures

Further details may be provided in the Processor's Information Security Summary.

6. Sub-processors

6.1 The Controller authorises the use of sub-processors necessary to deliver the Services.

6.2 The Processor shall ensure sub-processors are subject to written agreements imposing data protection obligations equivalent to this DPA.

6.3 A list of current sub-processors may be made available upon request.

7. International Transfers

The Processor does not transfer personal data outside the UK unless:

- required to deliver the Services, and

- appropriate safeguards are in place in accordance with UK GDPR

Where applicable, standard contractual clauses or equivalent safeguards will be used.

8. Data Subject Rights

The Processor shall assist the Controller, to the extent reasonably possible, in fulfilling obligations relating to:

- access requests

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- rectification

- erasure

- restriction or objection

The Processor shall not respond directly to data subject requests unless authorised by the Controller.

9. Audits and Compliance

The Processor shall make available information reasonably necessary to demonstrate compliance with this DPA.

Audits shall be limited to once annually, on reasonable notice, and subject to confidentiality and security requirements.

10. Liability

Each party's liability under this DPA shall be subject to the limitations set out in the Platform Terms of Service.

11. Termination

This DPA remains in effect for as long as the Processor processes personal data on behalf of the Controller.

12. Governing Law

This DPA is governed by the laws of England and Wales, and the courts of England and Wales shall have exclusive jurisdiction.

13. Contact

Reliable Insights Ltd
Email: legal@reliable-insights.com
Website: https://reliable-insights.com