PRIVACY POLICY

Effective Date: 25 February 2026
Last Updated: 25 February 2026

1. Introduction

This Privacy Policy (the "Policy") describes how **LYTHERASOLUTIONS LTD**, a private limited company incorporated in England and Wales under company number 17052255, with its registered office at 167-169 Great Portland Street, Fifth Floor, London, England, W1W 5PF (the "Company", "we", "us", or "our"), collects, uses, stores, discloses, and otherwise processes personal data through its website located at https://lythera.site (the "Website").

This Policy applies solely to personal data collected through the Website and related communications initiated via the Website (including email correspondence arising from contact form submissions).

This Policy does not govern personal data processed by the Company in connection with the provision of professional services to clients under separate contractual arrangements.

We are committed to processing personal data lawfully, fairly, and transparently, and in accordance with:

- The UK General Data Protection Regulation ("UK GDPR");
- The Data Protection Act 2018;
- The Privacy and Electronic Communications Regulations 2003 ("PECR"); and
- Applicable principles of information security and confidentiality.

2. Interpretation and Definitions

For the purposes of this Policy:

"Personal Data" means any information relating to an identified or identifiable natural person, including identifiers such as name, contact details, online identifiers, and technical device information.

"Processing" means any operation or set of operations performed on Personal Data, whether automated or not, including collection, recording, organisation, storage, adaptation, retrieval, consultation, use, disclosure, restriction, erasure, or destruction.

"User", "you", or "your" refers to any individual accessing or using the Website.

"Controller" means the natural or legal person which determines the purposes and means of the processing of Personal Data.

3. Data Controller

For the purposes of UK data protection legislation, **LYTHERASOLUTIONS LTD acts as the Data Controller** in respect of Personal Data collected through the Website.

Contact details for data protection matters:
Email: info@lythera.site

The Company does not currently appoint a statutory Data Protection Officer, as it is not required to do so under applicable law. Data protection matters are handled internally by authorised personnel.

4. Scope of Data Collected

We may collect and process the following categories of Personal Data:

4.1 Information Voluntarily Provided by You

When you contact us via the Website or by email, we may collect:

- Full name
- Business email address
- Telephone number (if voluntarily provided)
- Company name
- Professional position (if disclosed)
- The content of your message or inquiry
- Any additional information you choose to submit

Provision of such information is voluntary; however, failure to provide required information may limit our ability to respond.

4.2 Automatically Collected Technical Data

When you access or use the Website, certain technical information may be collected automatically, including:

- IP address
- Browser type and version
- Device type and device identifiers
- Operating system
- Date and time of access
- Pages visited and navigation patterns
- Referring website address

This data is collected for legitimate operational purposes, including system integrity, performance optimisation, and protection against malicious activity.

We do not engage in automated decision-making or profiling based on Website visitor data.

5. Purposes of Processing

We process Personal Data strictly for legitimate and proportionate purposes, including:

- Responding to inquiries and communications
- Providing information regarding our services
- Managing pre-contractual communications
- Ensuring technical functionality of the Website
- Monitoring system performance and cybersecurity
- Detecting and preventing fraud, misuse, or unauthorised access
- Establishing, exercising, or defending legal claims
- Complying with statutory or regulatory obligations

We do not use Website visitor data for behavioural advertising, automated profiling, or unsolicited marketing communications.

6. Lawful Basis for Processing

In accordance with UK GDPR, we rely on the following lawful bases:

6.1 Legitimate Interests
Processing necessary for the operation, security, and administration of the Website and related communications.

6.2 Contractual Necessity
Processing necessary to respond to requests or inquiries that may lead to a contractual relationship.

6.3 Legal Obligation
Processing required to comply with applicable laws or lawful authority requests.

Where consent is required (e.g., for non-essential cookies), it will be obtained separately in compliance with PECR.

7. Data Retention

Personal Data is retained only for as long as reasonably necessary to fulfil the purposes for which it was collected, including:

- Managing inquiries and communications;
- Maintaining internal business records;
- Complying with legal obligations;
- Protecting legal rights and resolving disputes.

Technical log data may be retained for cybersecurity and audit purposes for a reasonable period consistent with industry standards.

Upon expiry of the relevant retention period, Personal Data is securely deleted or irreversibly anonymised.

8. Disclosure and Data Sharing

We may disclose Personal Data to:

- Website hosting and infrastructure providers;
- IT support and cybersecurity providers;
- Professional advisers (legal, accounting, regulatory);
- Competent authorities where legally required.

All third-party service providers are contractually bound by confidentiality and data protection obligations and are required to implement appropriate safeguards.

We do not sell, lease, trade, or otherwise commercially exploit Personal Data.

9. International Transfers

Where Personal Data is transferred outside the United Kingdom, we ensure appropriate safeguards are implemented in accordance with UK GDPR, including:

- UK International Data Transfer Agreements (IDTA);
- Standard Contractual Clauses;
- Adequacy regulations;
- Supplementary technical and organisational safeguards.

10. Data Security

We implement appropriate technical and organisational measures to protect Personal Data against accidental or unlawful destruction, loss, alteration, unauthorised disclosure, or access.

These measures include, but are not limited to:

- Encrypted communications (HTTPS/TLS);
- Secure hosting infrastructure;
- Access controls and authentication procedures;
- Principle of least privilege;
- Internal data handling policies;
- Security monitoring and incident response mechanisms.

Notwithstanding these measures, no method of electronic transmission or storage is entirely secure, and absolute security cannot be guaranteed.

11. Data Subject Rights

Subject to applicable law, you may have the following rights:

- Right of access;
- Right to rectification;
- Right to erasure;
- Right to restrict processing;
- Right to object;
- Right to lodge a complaint with the Information Commissioner's Office (ICO).

Requests may be submitted to:
info@lythera.site

We may require appropriate verification of identity before responding.

ICO: https://ico.org.uk

12. Cookies and Similar Technologies

The Website may use strictly necessary cookies required for essential functionality and security.

Where non-essential cookies are introduced, prior consent will be obtained in accordance with PECR.

Further information is provided in our separate Cookie Policy.

13. Third-Party Links

The Website may contain links to third-party websites. We are not responsible for the privacy practices or content of such websites and recommend reviewing their respective policies.

14. Amendments

We reserve the right to amend this Policy at any time to reflect changes in legal requirements or operational practices. The updated version will be published on this page with a revised "Last Updated" date.

Continued use of the Website after publication of changes constitutes acknowledgment of the revised Policy.

COOKIE POLICY

Effective Date: 25 February 2026
Last Updated: 25 February 2026

This Cookie Policy explains how **LYTHERASOLUTIONS LTD** (Company No. 17052255), registered in England and Wales with its registered office at 167-169 Great Portland Street, Fifth Floor, London, England, W1W 5PF ("Company", "we", "us", "our"), uses cookies and similar technologies on https://lythera.site (the "Website").

This Policy should be read together with our Privacy Policy.

1. Introduction

Cookies are small text files that are placed on your device when you visit a website. They allow a website to recognise your device and store certain information about your preferences or past actions.

We use cookies in accordance with:

- UK General Data Protection Regulation (UK GDPR)
- Data Protection Act 2018
- Privacy and Electronic Communications Regulations 2003 (PECR)

2. Categories of Cookies

2.1 Strictly Necessary Cookies

These cookies are essential for the operation of the Website and enable core functionality such as:

- Secure browsing
- Page navigation
- Protection against malicious activity
- Load balancing
- Session management

These cookies do not require user consent under PECR, as they are necessary for the provision of the Website.

Without these cookies, certain parts of the Website may not function properly.

2.2 Performance and Analytics Cookies

We may implement analytics tools in the future to understand how visitors use the Website and to improve its performance.

Such cookies may collect information including:

- Number of visitors
- Pages visited
- Time spent on pages
- Traffic sources

If introduced, these cookies will only be activated after obtaining your prior consent via a cookie banner, in accordance with PECR.

2.3 Functionality Cookies

These cookies may be used to remember your preferences (e.g., language settings) and enhance user experience.

Where such cookies are not strictly necessary, consent will be obtained before use.

2.4 Marketing and Tracking Cookies

We do not currently use marketing, advertising, profiling, or tracking cookies.

If we introduce such technologies in the future, we will update this Policy and implement an appropriate consent mechanism prior to activation.

3. Legal Basis for Using Cookies

Under UK GDPR and PECR:

- Strictly necessary cookies are processed on the basis of legitimate interests.
- Non-essential cookies (analytics, marketing, functionality) are processed only with user consent.

You may withdraw consent at any time via the cookie management tool (where implemented).

4. Cookie Duration

Cookies may be:

- **Session cookies** – deleted automatically when you close your browser;
- **Persistent cookies** – stored for a defined period and deleted automatically after expiry or manually by the user.

Specific retention periods depend on the type and purpose of the cookie.

5. Managing Cookies

You can manage or delete cookies through your browser settings. Most browsers allow you to:

- Block all cookies
- Delete existing cookies
- Set preferences for certain websites
- Receive alerts before cookies are stored

Please note that disabling strictly necessary cookies may impair Website functionality.

6. Third-Party Cookies

Where third-party services are integrated into the Website (e.g., analytics providers, security tools), such third parties may set cookies on your device.

In such cases:

- We ensure appropriate contractual safeguards;
- Consent will be obtained where legally required;
- You are encouraged to review the privacy policies of those providers.

7. Updates to This Cookie Policy

We may update this Cookie Policy periodically to reflect technological, legal, or operational changes.

Any updates will be published on this page with a revised “Last Updated” date.

TERMS OF USE

Effective Date: 25 February 2026
Last Updated: 25 February 2026

These Terms of Use ("Terms") govern access to and use of the website located at https://lythera.site (the "Website"). The Website is operated by LYTHERASOLUTIONS LTD, a company incorporated in England and Wales under company number 17052255, having its registered office at 167-169 Great Portland Street, Fifth Floor, London, England, W1W 5PF (the "Company", "we", "us" or "our").

By accessing or using the Website, you agree to be legally bound by these Terms. If you do not accept these Terms in full, you must cease using the Website immediately.

1. Purpose and Nature of the Website

The Website is provided for general informational purposes only and is intended to present an overview of the Company and its professional IT and consultancy services. Nothing contained on the Website constitutes legal, technical, financial or other professional advice, nor does it amount to an offer capable of acceptance or create any binding contractual relationship. Any engagement for services shall be subject to a separate written agreement executed by authorised representatives of the parties.

We reserve the right to modify, update or remove content at our discretion without prior notice.

2. Intellectual Property

All intellectual property rights in and to the Website, including its content, design, layout, graphics, logos, text, software elements and overall presentation, are owned by or licensed to the Company and are protected by applicable intellectual property laws.

You may access and view the Website for legitimate business and informational purposes only. You may not reproduce, distribute, modify, transmit, publish, reverse engineer or otherwise exploit any part of the Website without our prior written consent. Unauthorised use may constitute an infringement of intellectual property rights and may result in legal action.

3. Acceptable Use

You agree to use the Website only for lawful purposes. In particular, you must not attempt to gain unauthorised access to any part of the Website, its servers or associated systems, introduce malicious code, interfere with its operation, or use automated tools to extract data or content without permission.

We reserve the right to restrict, suspend or terminate access to the Website where we reasonably believe that misuse has occurred.

4. Accuracy and Availability

While we endeavour to ensure that the information presented on the Website is accurate and up to date, we make no representations or warranties, whether express or implied, regarding its completeness, accuracy, reliability or suitability for any particular purpose. The Website is provided on an "as available" basis and we do not guarantee uninterrupted or error-free operation.

To the extent permitted by law, we disclaim any liability arising from reliance placed on the information contained on the Website.

5. Limitation of Liability

Nothing in these Terms excludes or limits liability for death or personal injury caused by negligence, fraud, fraudulent misrepresentation, or any other liability which cannot lawfully be excluded.

Subject to the foregoing, the Company shall not be liable for any indirect, incidental, consequential or special losses, including but not limited to loss of profit, loss of business, loss of opportunity, loss of data or reputational damage, arising out of or in connection with the use of, or inability to use, the Website.

6. Links to Third-Party Websites

The Website may contain links to external websites for convenience or reference. Such links do not constitute endorsement or approval. We have no control over the content or practices of third-party websites and accept no responsibility for them. Access to such websites is at your own risk.

7. Confidentiality and Communications

Any information submitted via the Website should not include confidential or commercially sensitive material unless expressly requested. Submission of information through the Website does not create a fiduciary, advisory or contractual relationship between you and the Company.

8. Suspension and Modification

We reserve the right to suspend, withdraw or restrict access to all or any part of the Website at any time without notice for operational, security or business reasons.

9. Governing Law and Jurisdiction

These Terms and any dispute arising out of or in connection with them or the Website shall be governed by the laws of England and Wales. The courts of England and Wales shall have exclusive jurisdiction to settle any such dispute.

10. Amendments

We may revise these Terms from time to time. Updated versions will be published on this page with a revised “Last Updated” date. Continued use of the Website following publication constitutes acceptance of the updated Terms.