Privacy notice

Who we are

DRJKS Ltd ("Madurez", "we", "us") is the controller of the personal information described in this notice. We are an independent AI strategy and education consultancy working mainly with regulated financial services firms.

Company	DRJKS Ltd, registered in England No. 17101990
Trading names	Madurez, Madurez AI and Madurez Academy
Registered office	International House, 61 Mosley Street, Manchester M2 3HZ
ICO registration	ZC206438
Email	insight@drjks.co.uk
Telephone	07376 151210
Websites	www.madurez.ai and www.drjks.co.uk

We are not required to appoint a Data Protection Officer and have not done so. Dr Jullian Shawcross, Director, is responsible for data protection and is your point of contact for any question about this notice.

Who this notice applies to

This notice applies to you if you are:

- a client, or someone who works for a client, including staff we interview during an AI Readiness and Business Alignment Review or Organisational Deep Dive
- a prospective client, or someone who has enquired about our services
- someone who has completed the Madurez online Assessment
- someone who books or attends an Executive AI session, including CPD sessions run with professional bodies and institutes
- a subscriber to our updates, or a visitor to our websites
- a supplier, associate, referrer or other professional contact.

When we carry out an engagement, we are the controller of the personal information we collect, including information about the people we interview.

What personal information we collect

We collect only what we need to provide our services and run our business. Most of it is ordinary business contact information.

Type	Examples
Identity and contact	Name, job title, employer, business email, telephone number, postal address, LinkedIn profile
Assessment	Your answers to the Madurez Assessment, your score and report, your organisation's size and sector
Engagement	Interview notes, workshop outputs, and documents a client shares with us, which may include the views of named individuals
Meetings	Notes, recordings and transcripts of calls and meetings; we tell you before any recording starts
Education and CPD	Bookings, attendance, CPD hours and certificates, session feedback
Financial	Invoices, purchase order references, and bank details where you are a sole trader or partnership
Marketing	Your preferences, correspondence with us, and whether you open or click our emails
Technical	IP address, browser and device type, pages visited and cookie data from our websites

Where it comes from

Most information comes from you directly: when you contact us, complete the Assessment, book a session or work with us. We also receive it from your employer when it engages us or books you onto a session, from professional bodies and event organisers, from people who refer you to us, and from public sources such as company websites, Companies House and LinkedIn.

If you give us information about someone else, such as a colleague, please make sure they know you are doing so and point them to this notice.

How we use it and our lawful basis

The law requires a lawful basis for each use of your information. The table shows what we rely on.

Purpose	Lawful basis
Responding to enquiries and preparing proposals	Steps before a contract where you are the client; otherwise our legitimate interest in developing our business
Delivering reviews, advisory work and Executive AI sessions	Performance of our contract where you are the client; our legitimate interest where you work for the client or are interviewed as part of the work
Producing your Assessment score and report,	Our legitimate interest in providing the report you

Purpose	Lawful basis
and emailing it to you where the Assessment offers this	asked for
Recording CPD attendance and issuing certificates	Performance of our contract, or our legitimate interest where your employer or a professional body booked you
Invoicing, accounts and tax records	Performance of our contract and our legal obligations under company and tax law
Sending updates and invitations	Our legitimate interest or your consent (see Marketing)
Running, securing and improving our websites	Our legitimate interest; your consent for non-essential cookies (see our cookie policy)
Meeting legal and insurance requirements and handling disputes	Our legal obligations and our legitimate interest in protecting our business
A sale or restructure of our business	Our legitimate interest in transferring the business so services continue

Where we rely on legitimate interests, we have weighed them against your interests and rights. You can ask us for details of that assessment.

Automated scoring

The Assessment scores your answers automatically to produce an indicative maturity rating. It is a guide only. We do not make decisions with legal or similarly significant effects about anyone by automated means.

Sensitive information and children

We do not ask for special category information (such as health, ethnicity, religion or political opinions) or information about criminal convictions. If it is shared with us during an engagement, for example in an interview, we do not record it unless it is strictly necessary, and we remove it from our working notes.

Our services are for businesses and professionals. They are not directed at anyone under 18.

Marketing

We may send you insights, event invitations and information about our services that are relevant to your role.

Where you use a corporate email address, we rely on our legitimate interest. Where you are an individual, sole trader or partnership, we contact you only with your consent, or because you have bought or enquired about similar services from us and did not opt out.

Completing the Assessment does not sign you up to a follow-up email sequence.

Every email includes a way to unsubscribe, and you can object to marketing at any time by emailing insight@drjks.co.uk. We keep a short record of your objection so we do not contact you again.

We do not sell your information, and we do not share it with other organisations for their own marketing.

Who we share it with

We share personal information only where we need to. We use trusted service providers who act on our instructions under a written contract and may not use your information for their own purposes.

Service	What it does for us	Provider
Website	Hosting, visitor analytics and page translation	IONOS (MyWebsite Now, SiteAnalytics, Website Translator)
Email, files and documents	Day-to-day business systems	Microsoft 365
Client records and email updates	CRM and mailing	HubSpot, Folk, MailChimp
Online Assessment	Questionnaire, scoring and reports	ScoreApp
Bookings and online sessions	Scheduling and video meetings	Calendly, Zoom, Teams
Meeting notes	Note-taking and transcription	Granola/Teams/Zoom
Proposals and accounts	E-signature and bookkeeping	PandaDoc, Zoho Books
Project work	Task management and presentations	ClickUp, Gamma
AI assistance	Drafting, analysis and research support	Claude Chat-GPT Gemini

We may also share information with:

- our professional advisers, such as solicitors, accountants and insurers
- associates or subcontractors we may engage to work on an engagement, under confidentiality obligations
- courts, regulators, HMRC or law enforcement where the law requires it
- a buyer or successor if our business is sold or restructured.

Our use of AI tools

We use AI tools where we consider this necessary to support a client engagement. We use paid versions only, never free ones, and where a provider offers the option we switch off the use of our inputs to train

its models. We keep personal information in AI tools to the minimum needed, do not enter special category information, and review all AI output before relying on it. AI tools are not used to make decisions about individuals.

International transfers

Some of our providers store or access information outside the UK, mainly in the United States and the European Economic Area. Where they do, we rely on UK adequacy regulations (including the UK Extension to the EU-US Data Privacy Framework where the provider is certified) or on the ICO's International Data Transfer Agreement or Addendum. You can ask us for details of the safeguards in place.

How long we keep it

We keep personal information only as long as we need it, then delete or anonymise it.

Record	Retention
Client engagement records and correspondence	6 years after the engagement ends, reflecting the Limitation Act 1980
Invoices and accounting records	6 years from the end of the financial year, for tax purposes
Interview notes and raw workshop material	12 months after the final report is delivered
Meeting recordings and transcripts	90 days, with summary notes kept on the engagement record
CPD attendance records	3 years
Assessment results with no further contact	2 years from your last interaction with us
Enquiries that do not proceed	2 years
Marketing list	Until you unsubscribe; a suppression record is kept so we honour your objection

How we protect it

We use multi-factor authentication, encrypted devices, access limited to those who need it, and reputable providers with recognised security standards. If a personal data breach is likely to put you at risk, we will report it to the ICO within 72 hours and tell you where the law requires.

Your rights

You have the right to:

- **access** the personal information we hold about you
- **rectification** of anything inaccurate or incomplete

- **erasure** where we no longer have a lawful reason to keep it
- **restrict** how we use it, for example while you contest its accuracy
- **object** to our use of it based on legitimate interests, and at any time to direct marketing
- **portability**, receiving information you gave us in a machine-readable format where we process it by automated means under contract or consent
- **withdraw consent** at any time, where we rely on consent; this does not affect earlier use.

These rights are not absolute. For example, we may need to keep some records to meet legal obligations. If we cannot meet a request, we will explain why.

To use any right, email insight@drjks.co.uk. We may ask you to confirm your identity. We will respond within one calendar month, or tell you within that month if a complex request needs up to two further months. There is normally no charge.

Complaints

If you are unhappy with how we have handled your information, please contact us first so we can put it right. We will acknowledge your complaint within 30 days and respond without undue delay.

You also have the right to complain to the Information Commissioner's Office (ICO), the UK regulator for data protection: www.ico.org.uk or 0303 123 1113.

Changes to this notice

We review this notice at least once a year and when our services or the law change. The current version is always on our websites, and we will tell you directly about any significant change that affects you.

Contact us

For any question about this notice or your personal information, or to receive it in another format, contact Dr Jullian Shawcross:

- Email: insight@drjks.co.uk
- Telephone: 07376 151210
- Post: DRJKS Ltd, International House, 61 Mosley Street, Manchester M2 3HZ

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