

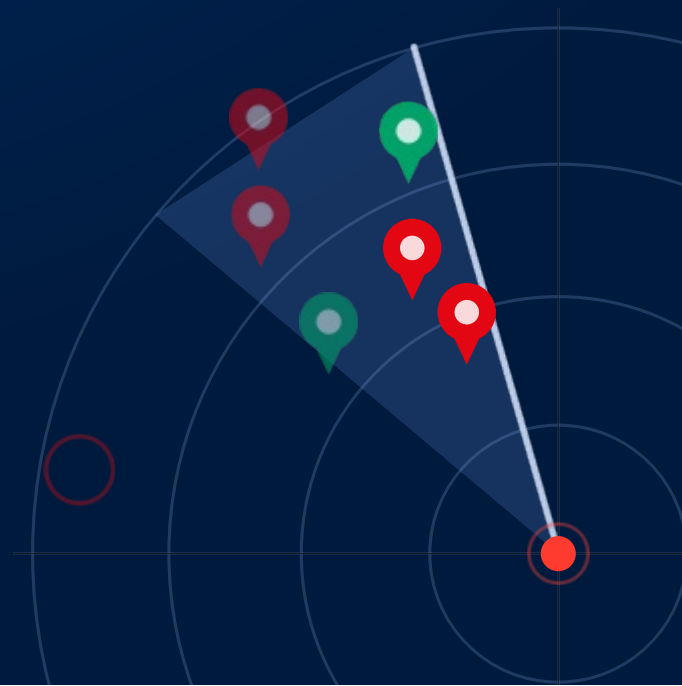


TradeBooster

LEGAL

Privacy Policy

Last updated: 9 June 2026



This Privacy Policy explains how Imperial Connect Limited ("TradeBooster", "we", "us", "our") collects, uses, shares and protects personal data when you use our website at <https://www.tradebooster.co.uk> and our related apps, plugins and services (together, the "Service").

We are the data controller for the personal data described in this policy.

Who we are

- Trading name: TradeBooster
- Legal entity: Imperial Connect Limited
- Company number: 12204420
- Registered/business address: 11 St. Marys Drive, Benfleet, England, SS7 1LB
- Contact for data matters: support@tradebooster.co.uk

If anything in this policy is unclear, email us at support@tradebooster.co.uk and we will explain it in plain English.

1. A quick summary

TradeBooster helps tradespeople improve how their business shows up online. To do that we collect some information about you and your business, we look at your public website and public search results, and (if you connect them) certain accounts such as your Google Business Profile or social media. We use trusted suppliers such as Supabase, Vercel, Stripe and Google to run the Service. We do not sell your personal data. You have a set of legal rights over your data, set out in section 11.

2. The personal data we collect

Information you give us

- Account details: your name, email address and password (your password is stored in a securely hashed form by our authentication provider, we never see it in plain text).
- Business details: your business name, trade, phone number, business address and postcode, and your website address.
- Billing details: your billing name and address, and the subscription tier you choose. Card and payment details are collected and processed directly by Stripe, not by us. We never see or store your full card number.
- Anything you send us: support messages, feedback and survey responses.

Information we collect automatically

- Technical and usage data: IP address, approximate location derived from your IP address (used to show you locally relevant results), browser and device type, pages visited and actions taken in the Service.
- Cookies and similar technologies, as described in our Cookie Policy.

Information about your online presence

- Public information about your business that we read to produce your audit and score, including the public content of your website, your public search engine rankings and the public listings of nearby competing businesses.
- Where you choose to connect a third party account (for example your Google Business Profile or a social media account), the specific information that connection allows, such as your business profile details, reviews and posts. We only access this with your permission and only to provide the features you have asked for. See section 7.

We do not knowingly collect special category data (such as health, ethnicity or political opinions) and we ask that you do not send it to us.

3. Where your data comes from

Most of the data we hold comes directly from you when you sign up and use the Service. We also collect data automatically from your device, and we collect public information about your business from search engines, your own website and public business directories.

4. How we use your data and our lawful bases

Under UK data protection law we must have a lawful basis for each use of your personal data. The table below explains what we do and why.

What we do	Why	Lawful basis
Create and manage your account	To let you use the Service	Performance of a contract
Run audits and produce your TradeScore, TradeRadar and reports	Core part of the Service you signed up for	Performance of a contract
Apply automated fixes to your website via our plugin (paid tiers)	The service you are paying for	Performance of a contract
Take payment and manage your subscription	To bill you and run your plan	Performance of a contract
Show you locally relevant results using your approximate location	To make the product useful	Legitimate interests
Keep the Service secure and prevent fraud and abuse	To protect you and us	Legitimate interests / legal obligation
Improve and develop the Service	To build a better product	Legitimate interests
Respond to your support requests	To help you	Performance of a contract / legitimate interests
Send you service messages (for example billing or security notices)	To run your account	Performance of a contract / legitimate interests
Send you marketing emails about TradeBooster	To tell you about features and offers	Consent (you can opt out at any time)
Set non-essential cookies	To measure and improve the site	Consent
Keep tax and accounting records	We are legally required to	Legal obligation

Where we rely on legitimate interests, we have weighed our interests against your rights and are happy to explain our reasoning on request.

5. Marketing

We will only send you marketing emails if you have agreed to receive them, or where we are otherwise allowed to under the law (for example to existing customers about similar services). Every marketing email has an unsubscribe link, and you can opt out at any time by emailing support@tradebooster.co.uk. Opting out of marketing does not stop essential service messages such as billing and security notices.

6. Who we share your data with

We do not sell your personal data. We share it only with the suppliers and parties below, and only as far as needed.

Our suppliers (processors) act on our instructions and are bound by contract to protect your data:

Supplier	What they do for us	Where
Supabase	Database, authentication and storage of your account data	EU
Vercel	Hosting of our website and apps, and IP-based location	US
Stripe	Payment processing and subscription management	US / Ireland
DataForSEO	Provides search engine ranking data used in audits	US
Google	Maps imagery, and (if you connect them) Business Profile and Search Console data	US / Global
Meta	(If you connect a Facebook or Instagram account) social presence data	US / Global
Resend	Sending service and marketing emails	US

We will keep this list current. If we add or change a key supplier we will update this policy.

Others we may share with:

- Professional advisers such as our accountant or lawyers, where needed.
- Authorities or regulators where we are legally required to.
- A buyer or successor if we sell or restructure the business, in which case your data would be covered by terms at least as protective as these.

7. Connected third party accounts (Google and Meta)

If you choose to connect a third party account so we can deliver a feature, we only request the minimum access needed and we only use what we receive to provide that feature to you.

Google user data. TradeBooster's use and transfer of information received from Google APIs will adhere to the [Google API Services User Data Policy](#), including the Limited Use requirements. In plain terms: we only use Google data (such as your Google Business Profile or Google Search Console data) to provide and improve the features you have connected it to, we do not transfer it except as needed to provide those features, with your consent, or for legal reasons, we do not use it for advertising, and we do not let humans read it except where you ask us to, where it is needed for security, or where the law requires it.

Meta data. If you connect a Facebook or Instagram account, we access only the information needed to assess and help with your social presence, in line with Meta's Platform Terms and Developer Policies. We do not post on your behalf without your instruction.

You can disconnect any third party account at any time in your account settings, which stops further access.

8. International transfers

Some of our suppliers are based outside the UK, including in the United States. Where your data is transferred outside the UK, we make sure it is protected by an appropriate safeguard recognised under UK law, such as the UK International Data Transfer Agreement or Addendum, the UK extension to the EU-US Data Privacy Framework where the supplier is certified, or a UK adequacy decision. You can ask us for details of the safeguard that applies to a particular transfer.

9. How long we keep your data

We keep your personal data only as long as we need it:

- Account and business data: for as long as your account is active, and then for up to 12 months after closure in case you return, after which it is deleted or anonymised.
- Billing and tax records: for 6 years, as required by UK tax law.
- Audit results and reports: for the life of your account, so you can see your history and trends.
- Support messages: for up to 24 months.

We may keep anonymised data, which can no longer identify you, for longer to analyse and improve the Service.

10. How we protect your data

We use technical and organisational measures to protect your data, including encryption in transit, access controls, row level security on our database, and limiting access to the small number of people who need it. No system is perfectly secure, but we take security seriously and review our measures regularly. If a data breach is likely to put your rights at risk, we will tell you and the ICO as the law requires.

11. Your rights

Under UK data protection law you have the right to:

- Be informed about how we use your data (this policy).
- Access a copy of the personal data we hold about you.
- Ask us to correct data that is wrong or incomplete.
- Ask us to delete your data in certain circumstances.
- Ask us to restrict or object to certain uses of your data.
- Data portability, that is, receive certain data in a portable format.
- Withdraw consent at any time where we rely on consent.

To exercise any of these, email support@tradebooster.co.uk. We will respond within one month. We will not charge you unless your request is clearly unfounded or excessive. We may need to verify your identity first.

If you are unhappy with how we have handled your data, you can complain to the Information Commissioner's Office (ICO) at ico.org.uk or on 0303 123 1113. We would ask that you contact us first so we can try to put things right.

12. Deleting your data

You can ask us to delete your account and personal data at any time by emailing support@tradebooster.co.uk or using the account deletion option in your settings. We will delete or anonymise your data within 30 days, except where we are legally required to keep some of it (for example billing records).

Where you connected a Facebook or Instagram account, you can also request deletion of data we obtained through that connection by contacting us at the same address.

13. Children

The Service is for businesses and is not intended for anyone under 18. We do not knowingly collect data about children.

14. Changes to this policy

We may update this policy from time to time. If we make a significant change we will tell you by email or a notice in the Service. The "last updated" date at the top shows when it was last changed.

15. Contact us

For any privacy question or request:

- Email: support@tradebooster.co.uk
- Post: Imperial Connect Limited, 11 St. Marys Drive, Benfleet, England, SS7 1LB