Data Protection Policy

HOPE INSIDE LIMITED

Document	Data Protection Policy
Registered entity	HOPE INSIDE LIMITED
Company number	17228483 (registered in England and Wales)
Website	https://hopeinsidelimited.co.uk
Data Protection Lead	Ian Irving
Contact	DPO@hopeinsidelimited.co.uk
Effective from	19 May 2026
Version	1.0

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1. Who we are

HOPE INSIDE LIMITED ("Hope Inside", "we", "us") is a company registered in England and Wales (company number 17228483). We are a holding company; the group includes the brands and websites listed below.

Hope Inside is the **data controller** for personal data collected through this corporate site and the following operating brands:

- **AI Pandora's Box** at https://ai-pandorasbox.co.uk -- our open-source multi-agent AI platform.
- **Pithos Media** at https://pithosmedia.co.uk -- our publishing and media-production division.
- **Free Background Focus** at https://freebackgroundfocus.co.uk -- a free productivity / accessibility tool we publish.

Each brand operates a per-brand privacy notice that lists the specific processors and data flows that apply to that brand. This document is the group-level master notice.

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2. What personal data we collect

From visitors to our websites

- IP address, browser, device, referrer, pages viewed (server logs and analytics cookies, where consented to).
- Information you submit through contact / enquiry / subscription forms: name, email, message content.

From open-source contributors (AI Pandora's Box)

- GitHub identifying information of contributors (name or pseudonym, email if you choose to publish it, contribution metadata).
- The content of any pull request, issue, or comment you submit.

From subscribers and newsletter signups

- Name (optional), email address, the brand you subscribed to, engagement metrics.

From customers + licensees

- Identifying information: name, business name where applicable, email, payment information (handled by the payment processor, not stored by us).
- Licence + transaction history.

From job applicants

- Identifying information, CV, work history, references, the position applied for.

We do not knowingly collect special-category data.

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3. How we use your data (purposes and lawful basis)

Purpose	Lawful basis (UK GDPR Art. 6)
Replying to enquiries	Legitimate interests (Art. 6(1)(f))
Performing a contract (licence, purchase, engagement)	Performance of a contract (Art. 6(1)(b))
Sending marketing communications	Consent (Art. 6(1)(a)) -- withdrawable any time
Operating our open-source projects (issue tracking, releases, contributor identity)	Legitimate interests (Art. 6(1)(f)); for contributors, performance of the CLA / contribution agreement
Invoicing, accounting, statutory record-keeping	Legal obligation (Art. 6(1)(c))
Investigating security incidents	Legitimate interests; legal obligation where applicable
Defending or pursuing legal claims	Legitimate interests

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4. Cookies and analytics

A cookie banner on first visit explains the choices. You can change them via the "Cookie preferences" link in the footer.

Cookie	Purpose	Type	Set by
Strictly necessary	Site navigation, security	First-party	Hope Inside
Analytics (if accepted)	Aggregate visitor counts	Google Analytics	Google
Marketing (if accepted)	Mailchimp campaign click-tracking	Mailchimp	Mailchimp

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5. Who we share your data with (processors and downstream services)

Processor	Role	Data shared	Location	Their privacy notice
Microsoft (Microsoft 365 / Exchange / SharePoint)	Group email, document hosting	Correspondence, documents	EU + UK datacentres	https://privacy.microsoft.com
Google (Workspace, Analytics, YouTube, Imagen, Veo, Cloud)	Group productivity + analytics; YouTube channel; AI image / video generation for the Pithos Media division	Limited to the relevant data per service	Per Google's regional configuration	https://policies.google.com/privacy
Mailchimp (Intuit)	Email-marketing campaigns	Name, email, engagement	US (UK IDTA + SCCs)	https://mailchimp.com/legal/privacy/

Processor	Role	Data shared	Location	Their privacy notice
Anthropic (Claude AI)	Drafting, classification, summarisation across the group -- under human-in-the-loop (see AI Policy)	Text content submitted to AI	US (UK IDTA + SCCs); zero-retention API path used	https://www.anthropic.com/legal/privacy
ElevenLabs	Voice synthesis for narration + marketing content	Text submitted for synthesis	US (UK IDTA + SCCs)	https://elevenlabs.io/privacy-policy
Suno	AI music generation (Pithos Media division)	Text prompts for music generation	US	https://suno.com/privacy
GitHub (Microsoft)	Source-control for our open-source platform; releases; issues	Contributor identities, code, ticket text	US / globally	https://docs.github.com/en/site-policy/privacy-policies
StackCP (20i / Easyhost)	Web-site hosting for the group sites	Server logs, contact-form submissions	UK datacentres	https://www.20i.com/legal/privacy-policy
Tailscale	Private network for our admin systems (internal only)	Device + IP + connection metadata	US (SCCs)	https://tailscale.com/privacy-policy/
PayPal / Stripe	Payment processing	Name, billing address, payment metadata	EU + US (UK IDTA + SCCs)	https://www.paypal.com/uk/legalhub/privacy-full , https://stripe.com/privacy
HMRC	Statutory tax reporting	As required by tax law	UK	https://www.gov.uk/government/organisations/hm-revenue-customs/about/personal-information-charter
Companies House	Statutory company filings	Director + secretary identifying data, registered address, accounts	UK	https://www.gov.uk/government/organisations/companies-house/about/personal-information-charter
Our accountants	Bookkeeping + year-end accounts	Invoice + payment data	UK	Their own privacy notice on request

International transfers

Where personal data leaves the UK to a country not subject to a UK adequacy decision, we rely on the UK International Data Transfer Agreement (IDTA) or the UK Addendum to the Standard Contractual Clauses, plus a transfer risk

assessment.

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6. How long we keep your data

Category	Retention
Website enquiries	24 months from last contact
Customer / licensee records	Engagement + 6 years
Open-source contributor identity (GitHub)	Public-record; retained for the life of the contribution
Newsletter subscribers	Until consent withdrawn or 24 months disengagement
Invoicing / accounting	6 years from end of tax year (HMRC)
Job applications	12 months from decision; longer with consent for talent pool
Server logs	90 days
Backups	Rotated 30/90/365 days, encrypted

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7. Your rights

You have the right to access, rectify, erase, restrict, port, object, or withdraw consent at any time. Email **DPO@hopeinsidelimited.co.uk**. We respond within one calendar month.

Some open-source contributions are public records and cannot be erased once published (you can retract your name from future records, but commits already in public history are out of scope of erasure).

You can complain to the **Information Commissioner's Office** at https://ico.org.uk or 0303 123 1113.

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8. Security

MFA on all admin and customer-facing systems. Full-disk encryption on devices. Encrypted backups, both on-site and offsite. Role-based access control. Logging with periodic review. Open-source repo protected by sanitisation hooks + CI gates that scan for credential leakage before any push.

Breaches that are likely to result in a risk to your rights are reported to the ICO within 72 hours; high-risk breaches are also notified to affected individuals.

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9. Automated decision-making and profiling

We do not make decisions about you that have legal or similarly significant effects using solely automated means.

AI tools are used to *assist* drafting and triage under human-in-the-loop oversight. See the separate **AI Policy**.

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10. Children's data

Our services are directed at adults. We do not knowingly collect personal data of children under 13.

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11. Changes to this policy

Updated when our processing or processor list materially changes. The current version is dated at the top.

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