

Privacy Policy

How ViaMax Solutions Ltd handles information connected with this website and business enquiries.

1. Who we are

VIAMAX SOLUTIONS LTD (ViaMax Solutions Ltd) is responsible for deciding how personal information is used for this website and its enquiries. Company number: 17527328. Registered office: 155 Cowley Road, Uxbridge, England, UB8 2AJ.

For privacy questions, contact contact@viamaxgroup.com.

ViaMax Solutions Ltd is registered with the Information Commissioner's Office (ICO), registration reference ZC280449. [View registration certificate \(PDF\)](#)

2. How this website handles enquiries

The contact form does not send information to a website database. It prepares an email in your email app so you can review and send your enquiry. Information is received by ViaMax Solutions Ltd only if you choose to send that email to our contact address.

An enquiry may include your name, company, business email, phone number, country, product or service interest, freight model selection and message. Please avoid sending information that is not needed for your enquiry.

3. Why we use information

We may use enquiry information to respond to questions, discuss requirements, provide requested information, consider an implementation or commercial conversation, maintain appropriate business records and handle follow-up communications.

The lawful basis depends on the circumstances. It may include taking steps at your request before a contract, our legitimate interests in responding to business enquiries and managing relationships, and a legal obligation where one applies.

Where appropriate, ViaMax Solutions Ltd may use AI-assisted tools to help organise, summarise or analyse information supplied in an initial enquiry or during a consultation. Any such use will be subject to appropriate human oversight, confidentiality and security controls. We do not use AI to make solely automated decisions about you. Before introducing AI processing through a third-party provider, we will review the provider, contractual safeguards and any international-transfer requirements.

4. Optional marketing communications

The contact form includes a separate, optional and unticked marketing preference. It is not required to submit an enquiry. If you actively select it, we may use that preference to send occasional emails about ViaMax Solutions Ltd services, software solutions, business insights and company updates. Responding to an enquiry is separate from sending optional marketing communications.

Consent is the intended lawful basis for this optional marketing. You can withdraw it at any time by using the unsubscribe method included in a marketing email or by contacting contact@viamaxgroup.com. We will honour withdrawal requests and maintain appropriate suppression records so that a withdrawn preference is not used for future marketing.

The current mailto form prepares an email for your review and sending. It does not automatically add anyone to a mailing list. Selecting the checkbox does not itself create a mailing-list subscription; if consent-based marketing is introduced, the relevant system will need to retain evidence of the consent wording, date, source and withdrawal status.

5. Email, hosting and service providers

If you send an enquiry, it is handled through the email service used by you and the email service used by ViaMax Solutions Ltd. Those services may process the message and its attachments in accordance with their own terms and privacy information.

The website is delivered through hosting infrastructure that may process necessary technical logs, such as request time, IP address, browser or device information, requested resource and response status, to deliver, secure and troubleshoot the website.

6. Cookies, storage, analytics and external players

The website currently uses no analytics or advertising scripts, browser local storage, first-party cookie code or enabled testimonial video players. If a genuine YouTube testimonial is later enabled, the external player will load only after a visitor clicks play.

This policy will be updated if hosting, analytics, advertising, video or other third-party services are added.

7. Retention

We keep enquiry information for up to 12 months after our last communication, unless an ongoing business relationship means it remains necessary to keep it for longer. When a business relationship has ended, we aim to delete or securely dispose of relevant enquiry information within 6 months, unless a longer period is required by law.

8. International transfers

Email, hosting or other service providers may process information outside the United Kingdom. Where this happens, the relevant provider must apply an appropriate lawful transfer mechanism and safeguards under applicable data-protection law.

9. Your rights

Depending on the circumstances, you may have rights to request access to, correction or deletion of personal information, restriction of processing, objection to processing, data portability and withdrawal of consent where consent is the lawful basis. You also have the right to complain to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection.

10. Changes to this policy

We may update this policy when the website, enquiry process, providers or legal requirements change. The date of the latest update will be shown when this policy is changed materially.