Website Privacy Notice

Version 1.0 · Last updated: 18 November 2026

This notice explains how W.W.M. Ai Labs Europe Limited ("WWA", "we", "us") handles personal data when you visit **www.wwm-labs.com** (the "website"), send us an enquiry, or deal with us as a business contact. How we use cookies and similar technologies is explained in our separate Cookie Policy.

1. Who we are

W.W.M. Ai Labs Europe Limited is a private company registered in the Republic of Cyprus under number HE466397 (LEI 254900Z0PYTKTG2TR212). Its registered office is at 1 Alexandrou Panagouli, 6057 Larnaca, Cyprus.

For the processing described in this notice, WWA is the **controller**.

We have not appointed a data protection officer, as the law does not require us to. Our Director is responsible for data protection and can be reached at **info@wwm-labs.com**.

2. What this notice does not cover

Our products and services. WWA's products and services, such as WWM·ERP, ARES CRM, Speech-to-Text, Automatic LLM Compliance, AI Call Monitoring, Custom AI Development, AI Router and our cybersecurity and IT audit services, are governed by their own legal documents. Those documents, including product-specific privacy notices, terms and data processing terms, are provided with the product, in the product's own legal pages or in the customer's contract. Where we process personal data inside a product on a customer's behalf, the customer is the controller and we act as its processor; please contact that customer first about your data.

Other websites. The website links to sites run by other companies, including other companies in our group (for example ARMS at arms.ae, WWM Technology at wwm.technology and VPS Hosting at ifs-wwm.com), GitHub and LinkedIn. Those sites have their own privacy notices. This notice does not apply to them.

3. Summary

What	Why	Legal basis	How long
Technical data when you visit the website (IP address, browser, pages requested)	Deliver the website securely, protect it from attacks	Legitimate interests (Art. 6(1)(f) GDPR)	Server logs up to 30 days
Cookieless, aggregated statistics	Understand how the website is used and how it performs	Legitimate interests (Art. 6(1)(f))	We see aggregated figures only
Enquiry form data (name, work email, company, product of interest, message)	Answer your enquiry, follow up on it	Legitimate interests (Art. 6(1)(f)); steps before a contract at your request (Art. 6(1)(b))	Up to 24 months after our last contact

What	Why	Legal basis	How long
Business contact data (emails, meetings, calls)	Manage our business relationships	Legitimate interests (Art. 6(1)(f)); contract (Art. 6(1)(b)); legal obligation (Art. 6(1)(c))	See section 4.3

4. What we collect and why

4.1 Visiting the website

- **Data:** your IP address, the date and time of your request, the page or file requested, the referring page, your browser and operating system (user agent) and the response status.
- **Source:** your browser sends this automatically when it loads the website.
- **Purposes:** delivering the website to you; keeping it secure, including detecting and blocking attacks, abuse and automated traffic; diagnosing technical problems.
- **Legal basis:** our legitimate interests in running a secure and working website (Art. 6(1)(f) GDPR).
- **Retention:** our web-server logs are kept for up to 30 days, then deleted. Logs needed to investigate a specific security incident are kept with the incident record for as long as that incident requires.

The website is served from WWA-operated servers in our Aradippou datacentre (Larnaca, Cyprus) and delivered through Cloudflare's network, which protects it against attacks (see section 6).

4.2 Website statistics

We use **Cloudflare Web Analytics** to see how many people visit the website, which pages they view, where visitors arrive from and how quickly pages load. It works without cookies and without storing anything on your device, and it does not track you across websites or build a profile of you. We see only aggregated figures that do not identify you.

- **Legal basis:** our legitimate interests in understanding how the website is used and improving it (Art. 6(1)(f)).
- **Retention:** we do not receive or keep individual visit records; Cloudflare processes the underlying request data under its own terms.

We do not use Google Analytics, advertising pixels, social-media trackers or any other tracking technology on the website.

4.3 Enquiries and business contacts

Enquiry form. When you send an enquiry through the website, we collect:

- your name, work email address and company;
- the product or service you are interested in, and your message;
- technical data needed to deliver the form and filter spam, such as your IP address and the time of submission.

Name, work email and message are required so that we can answer you. If you do not provide them, we cannot respond to the enquiry.

Email, calls and meetings. If you contact us directly or we deal with you as a contact at a customer, prospect, supplier or partner, we process your name, job title, organisation, business contact details and our correspondence with you.

- **Purposes:** answering your enquiry; arranging calls, demonstrations and proposals; managing our relationship with your organisation; preparing, entering into and performing contracts; invoicing and keeping business records.

- **Legal bases:** our legitimate interests in answering enquiries and running our business (Art. 6(1)(f)); taking steps at your request before entering into a contract, or performing a contract, where you act for yourself, for example as a sole trader (Art. 6(1)(b)); our legal obligations to keep accounting and tax records (Art. 6(1)(c)).
- **Retention:** enquiries that do not lead to a business relationship are deleted 24 months after our last contact with you. Copies held by our form provider are deleted within 30 days of receipt. Contact details of customers and suppliers are kept for the duration of the relationship and then as part of our business records. Accounting and tax records are kept for the periods required by Cyprus tax, VAT and company law.

We will not add you to a mailing list or send you marketing emails because you sent an enquiry. If we ever offer a newsletter, it will be opt-in only.

5. Automated decisions

We do not make decisions about you based solely on automated processing, including profiling, that produce legal or similarly significant effects for you.

6. Who receives your data

We share personal data only with the following recipients, and only as far as they need it:

Recipient	Role	Data	Location
Cloudflare, Inc.	Network delivery, DNS, protection against attacks and bots; cookieless website statistics	Request data in transit, including IP address; page-view and performance data	Global network; transfers safeguarded as described in section 7
Formspree, Inc.	Receives website enquiry form submissions and forwards them to us	Enquiry form data and IP address	United States
Proton AG	Our email provider, hosting the mailboxes that receive enquiries and correspondence	Emails and their contents	Switzerland
W.W.M. Holding Limited	Our group company that operates the Aradippou datacentre facility where the website's servers are hosted	Data stored on those servers, such as server logs	Cyprus
Professional advisers	Our accountants, auditors and legal advisers	As needed for their engagement	Cyprus / EU
Public authorities	Courts, regulators, tax and law-enforcement authorities, where the law requires it	Only what the law requires	Cyprus / EU

Our service providers act on our instructions under written data-processing terms. We do not sell personal data, and we do not share it for advertising.

If WWA, or part of its business, is reorganised, merged or sold, personal data may be transferred to the acquirer or successor, who will be bound by this notice.

7. International transfers

Website data is hosted in Cyprus (EU). Some of our providers are based outside the European Economic Area (EEA):

- **Switzerland (Proton AG):** the European Commission has decided that Switzerland ensures an adequate level of data protection, so no further safeguard is needed.
- **United States (Cloudflare, Inc. and Formspree, Inc.):** transfers are protected by the European Commission's Standard Contractual Clauses in each provider's data processing terms and, where the provider is certified, by the EU-U.S. Data Privacy Framework.

You can ask us for more information about these safeguards at info@wwm-labs.com.

8. Security

We protect personal data with technical and organisational measures appropriate to the risk, including encryption in transit (HTTPS), access restricted to staff who need it, multi-factor authentication on administrative accounts, network protection and logging. Our information security programme is described in WWA's Information Security Policy Pack. No system is completely secure; if you believe you have found a security issue, please email security@wwm-labs.com.

9. Your rights

Under the General Data Protection Regulation (GDPR) and Cyprus Law 125(I)/2018, you have the right to:

- **access** your personal data and receive a copy;
- have inaccurate data **corrected**;
- have your data **erased** in certain circumstances;
- **restrict** our processing in certain circumstances;
- **receive** data you gave us in a portable format, where processing is based on contract or consent and carried out by automated means;
- **object** at any time to processing based on our legitimate interests, on grounds relating to your particular situation. We will then stop unless we have compelling legitimate grounds or need the data for legal claims. You can object to direct marketing at any time, without giving reasons;
- **withdraw consent** at any time, where we rely on consent, without affecting processing that took place before.

To exercise your rights, email **info@wwm-labs.com**. We may ask you to confirm your identity. We reply within one month; where a request is complex or we receive many requests, we may extend this by up to two further months and will tell you why. Exercising your rights is free of charge, unless a request is manifestly unfounded or excessive.

Complaints. You can complain to the Cyprus supervisory authority, the Office of the Commissioner for Personal Data Protection (1 Iasonos Street, 1082 Nicosia, Cyprus; www.dataprotection.gov.cy; commissioner@dataprotection.gov.cy), or to the supervisory authority in the EU country where you live or work, or where an alleged infringement took place. We would appreciate the chance to deal with your concern first, so please contact us before you complain.

10. Children

The website is intended for businesses. It is not directed at children, and we do not knowingly collect personal data from anyone under 18.

11. Changes to this notice

We may update this notice when our website, services or the law change. The current version is always available at www.wwm-labs.com/legal/privacy, with its version number and date at the top. Where a change materially affects how we use personal data we already hold, we will tell the people concerned where we can.

12. Contact

Topic	Contact
Privacy questions and requests	info@wwm-labs.com
Security issues	security@wwm-labs.com
Post	W.W.M. Ai Labs Europe Limited, 1 Alexandrou Panagouli, 6057 Larnaca, Cyprus