

# Privacy Policy

Via Vitae Estate Ltd · Last updated: April 2026

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## 1. Who We Are

Via Vitae Estate Ltd (“we”, “us”, “our”) is the data controller responsible for your personal data. We operate a website offering consumer wellness and supplement information and facilitating business partnerships in medical research and wellness.

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us:

Address: Aktaiou street, Germasoyia, Cyprus 4046

Email: adminviavitae@gmail.com

## 2. What Personal Data We Collect

We collect only the data you actively provide to us through our website contact form. We do not use cookies, analytics trackers, advertising pixels, or any other passive data collection technologies.

When you submit our contact form, we collect:

- Your full name
- Your email address
- The content of your message
- The date and time of submission (automatically recorded)

We do not intentionally collect sensitive personal data (also known as “special category data” under the UK/EU GDPR), such as information about your health, medical history, or any conditions. Please do not include such information in your message. If you do include it, we will treat it with appropriate care, but we ask that you avoid sharing it unless strictly necessary.

## 3. How and Why We Use Your Data

We use the personal data you provide solely to respond to your enquiry. The table below summarises our processing activities and the legal basis for each:

Purpose	Data Used	Legal Basis (UK/EU GDPR)
Responding to your enquiry	Name, email, message	Legitimate interests (Art. 6(1)(f)) — to communicate with people who contact us
Maintaining a log of enquiries	Name, email, message, timestamp	Legitimate interests (Art. 6(1)(f)) — to keep an accurate record of communications for accountability

Complying with legal obligations	Any relevant data	Legal obligation (Art. 6(1)(c)) — where required by law
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#### 4. How Long We Keep Your Data

We retain your personal data only for as long as necessary to fulfil the purposes for which it was collected:

- Enquiry responses are kept for up to 2 years from the date of your last communication with us, after which they are securely deleted.
- Enquiry log records (held in our internal records system) are reviewed annually and deleted when no longer needed.
- If you request deletion of your data, we will comply unless we are legally required to retain it.

#### 5. Who We Share Your Data With

We do not sell, rent, or trade your personal data. We share it only in the following limited circumstances:

- Email delivery: Your enquiry details are transmitted via an automation service to our internal inbox. This service acts as a data processor on our behalf and does not use your data for any other purpose.
- Internal records: Enquiry data is stored in a private, access-controlled spreadsheet for internal use only.
- Legal compliance: We may disclose data to law enforcement or regulatory bodies if required to do so by law.

We do not share your data with third parties for marketing or advertising purposes.

#### 6. International Data Transfers

Some of our service providers (such as cloud-based tools used for email delivery and data logging) may process data outside the UK or European Economic Area (EEA). Where this occurs, we ensure appropriate safeguards are in place — such as Standard Contractual Clauses (SCCs) approved by the European Commission or the UK International Data Transfer Agreement (IDTA) — to protect your data to the same standard as required under UK/EU law.

#### 7. Your Rights Under UK/EU GDPR

You have the following rights in relation to your personal data:

- Right of access: to obtain a copy of the personal data we hold about you.
- Right to rectification: to correct inaccurate or incomplete data.
- Right to erasure: to request deletion of your data where there is no compelling reason for us to continue holding it.
- Right to restriction: to ask us to restrict how we use your data in certain circumstances.

— Right to data portability: to receive your data in a structured, commonly used, machine-readable format.

— Right to object: to object to processing based on legitimate interests. We will stop unless we can demonstrate compelling legitimate grounds that override your interests, or the processing is for legal claims.

To exercise any of these rights, please contact us at [adminviavitae@gmail.com](mailto:adminviavitae@gmail.com). We will respond within one month. You will not need to pay a fee, and we will not charge you unless your request is clearly unfounded or excessive.

## 8. Right to Complain

If you are based in the UK, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Website: [ico.org.uk](http://ico.org.uk) | Helpline: 0303 123 1113

If you are based in the EU, you may contact the data protection authority in your country of residence.

## 9. How We Protect Your Data

We take reasonable technical and organisational measures to protect your personal data against unauthorised access, loss, or misuse. Our website is hosted on Cloudflare, which provides DDoS protection, encrypted connections (HTTPS/TLS), and infrastructure-level security. Access to our internal records is restricted to authorised personnel only.

## 10. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable law. When we do, we will update the "Last updated" date at the top of this page. We encourage you to review this policy periodically. Continued use of our website after changes are posted constitutes your acknowledgement of those changes.

## 11. Contact Us

For any privacy-related questions, requests, or concerns, please reach out to us:

Address: Aktaiou street, Germasoyia, Cyprus 4046

Email: [adminviavitae@gmail.com](mailto:adminviavitae@gmail.com)

We aim to respond to all enquiries within 5 business days.