Privacy Policy

CheedR Ltd

Last updated: December 2025

Scope of this Privacy Policy

This Privacy Policy applies to personal information you provide about yourself to **CheedR Ltd** through this website.

It applies to personal data relating to individuals. It does **not** apply to information provided about companies or other organisations, nor to information provided to us outside of this website unless expressly stated.

CheedR Ltd may update this Privacy Policy from time to time by publishing an amended version on this website.

Using the Information You Provide

CheedR Ltd will use the personal information you provide in order to:

- provide or manage the information, products, or services you have requested
- contact you in connection with those products or services
- carry out general administration and business management
- improve the quality of our services and website
- carry out analysis and limited customer profiling

We process personal data in accordance with the **UK General Data Protection Regulation (UK GDPR)** and the **Data Protection Act 2018**.

Sharing Your Information

CheedR Ltd may share your information for the purposes outlined above with trusted service providers and agents who perform services on our behalf, such as IT, hosting, or data management providers.

We may also disclose your information to third parties where we are required to do so for legal, regulatory, or compliance purposes.

We do **not** sell personal data.

Informing You About CheedR Ltd's Services

CheedR Ltd may use your information to contact you with news about vehicles, services, or activities provided by CheedR Ltd, and occasionally for market research purposes.

Where applicable, communications may also relate to carefully selected business partners whose products or services may be relevant to you.

CheedR Ltd (and, where relevant, such partners) may contact you by telephone and, only where you have given your prior consent, by email or other electronic means.

You may opt out of receiving communications at any time by contacting us via the website or by email at **akash@cheedr.com**

CheedR Ltd will only send marketing communications by email or other electronic means where you have provided consent. You may withdraw this consent at any time, including by using an unsubscribe link where provided.

This Website

CheedR Ltd takes reasonable steps to keep this website secure. However, when providing information via this website or by email, you should be aware that internet communications may not be secure.

CheedR Ltd cannot be responsible for any loss or unauthorised interception of information transmitted over the internet which is beyond our control.

This website may contain links to third-party websites. This Privacy Policy applies only to www.cheedr.com. We are not responsible for the privacy practices, security, or content of external websites.

Use of Cookies

A cookie is a small file placed on your device that allows a website to recognise your browser.

CheedR Ltd may use cookies to:

- recognise you as a returning visitor
- tailor website content to user preferences
- compile anonymous, aggregated statistics to understand website usage and improve functionality

Cookies do not personally identify you.

We may use:

- **session cookies**, which are temporary and deleted when you close your browser
- **persistent cookies**, which remain for a defined period

Some pages may include electronic images known as web beacons, which allow us to measure website usage. These collect limited, non-identifying information.

Managing Cookies

You may accept or decline cookies by adjusting your browser settings. Please note that disabling cookies may limit the functionality of this website.

Further information on cookies can be found at **www.allaboutcookies.org**.

Providing Information About Others

If you provide personal information to CheedR Ltd on behalf of another individual, you confirm that you have their permission to do so and that they are aware of this Privacy Policy.

Children

If you are under the age of 16, please do not provide personal information to CheedR Ltd unless you have the consent of a parent or guardian.

Accuracy, Access & Your Rights

You are responsible for informing CheedR Ltd of any changes to your personal details.

You have the right to:

- request correction of inaccurate personal data
- request access to the personal information we hold about you

Requests should be made in writing using the contact details provided on this website.

International Transfers

Where services require the transfer of personal data outside the UK, CheedR Ltd will take appropriate steps to ensure that your data is protected in accordance with UK GDPR requirements.

Contact

If you have any questions regarding this Privacy Policy or how your personal data is handled, please contact us via the details provided under **Contact Us** on this website or by email at **akash@cheedr.com**.