

Privacy Policy

Created: 22 April 2026

This Privacy Policy (this "**Policy**") applies to Personal Information that Tamcalc Limited trading as MarketSizer and its affiliated Learning Management System (LMS) collects from individuals ("**you**" or "**your**") that access our websites and web-based resources we make available through them (the "**Websites**"), our subscription-based software services (the "**Services**") and mobile applications. "**Personal Information**" is any personal data or personally identifiable information that can be used to directly or indirectly identify an individual. This Policy sets out what types of information MarketSizer collects about you, how we will use your Personal Information, and our data privacy and protection practices in the collection, processing, use, storage, transfer and disclosure of Personal Information.

This Policy does not apply to information collected from third-party sources such as third-party websites that are accessible through MarketSizer's Websites or Services. Please consult the privacy policies of those third parties for information about their privacy practices.

Our privacy commitment: MarketSizer has never sold your information to someone else for advertising, or made money by showing you other people's ads, and we never will. This policy tells you what information we collect from you, what we do with it, who can access it, and what you can do about it.

In this Policy:

- "**MarketSizer**", "**we**", "**us**", "**our**" refers to Tamcalc Limited trading as MarketSizer and its affiliates.
- "**you**" or "**your**" refers to individuals that access our websites and web-based resources.
- "**Websites**" refers to our websites and web-based resources we make available through them.
- "**Services**" refers to our subscription-based software services and our mobile application for the MarketSizer Academy.
- "**Personal Information**" refers to any personal data or personally identifiable information that can be used to directly or indirectly identify an individual.

Personal information we collect

MarketSizer collects Personal Information that is (1) provided to us directly by you, (2) collected through automated means, and (3) collected from other sources. Below we describe the various scenarios that fall under each of those three categories and the information collected in each one.

Personal information you provide to MarketSizer

- **Contact information:** we collect contact information such as your email address, name, job title or role, and password when you sign up for our Services as a user, fill out online forms, register online, contact MarketSizer for support, or interact with us when we reach out to you by phone or email in our sales and marketing efforts.

- **Account signup:** when you sign up for an account to access one or more of our Services, we ask for information like your name, contact number, email address, company name, and country to complete the account signup process. You will also be required to choose a unique username and a password for accessing the created account. You may also provide us with more information such as your photo, time zone, and language, but we do not require that information to sign up for an account.
- **Billing information:** when you buy something from us, we ask you to provide your name, contact information, and credit card information or other payment account information. When you submit your card information, we store the name and address of the cardholder, the expiry date, and the last four digits of the credit card number. We do not store the actual credit card number. For quick processing of future payments, if you have given us your approval, we may store your credit card information or other payment information in an encrypted format on the secured servers of our Payment Gateway Service Providers.
- **Career information:** when you submit an application for employment or a CV to MarketSizer directly or online, or if you participate in an interview, we will collect Personal Information such as your name, email address and other contact information you provide, date of birth, qualifications and certifications, work eligibility and employment history, together with any additional information you may choose to provide such as social media profiles.
- **Other information:** we record information that you submit when you (i) register for any event, including webinars or seminars, (ii) subscribe to our newsletter or any other mailing list, (iii) submit a form in order to download any product, whitepaper, or other materials, (iv) participate in contests or respond to surveys, or (v) submit a form to request customer support, get a quote, or contact MarketSizer for any other purpose.
- **Information collected based on a customer's configuration or use of the Services:** we may collect Personal Information from publicly available sources about individuals based on our customers' preferences that they have elected to set within the Services to collect competitive insights, research, or recruitment services, or in response to questions we may ask in the course of delivering Services.

Personal information collected automatically

- **Information from browsers, devices, and servers:** when you visit our websites, we collect information that web browsers, mobile devices, and servers make available, such as the internet protocol address, browser type, language preference, time zone, referring URL, date and time of access, operating system, mobile device manufacturer, and mobile network information. We include these in our log files to understand more about visitors to our websites.
- **Information from cookies and tracking technologies:** we use temporary and permanent cookies to identify users of our services and to enhance user experience. We embed unique identifiers in our downloadable products to track the usage of the products. We also use cookies, beacons, tags, scripts, and other similar technologies to identify visitors, track website navigation, gather demographic information about visitors and users, understand email campaign effectiveness, and for targeted visitor and user engagement by tracking your activities on our websites. We mostly use first-party cookies and do not use third-party cookies or other third-party tracking technologies on our websites for non-essential or intrusive tracking.
- **Information from application logs and mobile analytics:** we collect information about your use of our products, services, and mobile applications from application logs and in-house usage analytics tools, and use it to understand how your use and needs can improve our products. This information includes clicks, scrolls, features accessed, access time and frequency, errors generated, performance data, storage utilised, user settings and configurations, and devices used to access them and their locations.

Personal information collected from other sources

In addition to the information described above, we may also obtain information from public sources and methods, such as information available on public APIs and the internet, and third party sources that we trust, such as trustworthy data providers, social media, or channel partners and resellers we have contracted with to deliver our products and services to you through their organisation. If you engage with our brand on social media (for instance, liking, commenting, retweeting, mentioning, or following us), we will have access to your interactions with us and profile information. We will still have that information even if you later remove it from the social media site.

How we use Personal Information

We use your information for various purposes depending on the types of information we have collected from and about you:

- **Use of the Services:** we use your Personal Information to create your accounts, verify your identity, provide and maintain our Services and Websites, process payments, respond to your inquiries and requests for information or materials, provide technical support, communicate with customers and their users through emails or through the Services in connection with updates, maintenance, security alerts, or other issues concerning our Services, and to generally provide you with more effective and efficient customer service.
- **Development of the Services:** we use your Personal Information to engage in analysis and research regarding use of the Services, improve the Services, develop new products and services, and suggest Services that may be of interest to you.
- **Sales and marketing:** we use your Personal Information to market and inform customers and their users about new products and services, including new features of the Services, and to measure the effectiveness of our advertising and deliver relevant advertising to you.
- **Other purposes:** with your consent, for other purposes, including to post testimonials or reviews of the Services for promotional purposes.
- **Careers:** to process job applications, provide job alerts, conduct applicable background or reference checks, and for our diversity, equity, and inclusion programmes.

You can decline certain kinds of information use either by not providing the information in the first place or by opting out later. You can also disable cookies to prevent your browser from giving us information, but if you do so, certain website features may not work properly. We completely disable non-essential and intrusive third-party cookies from all MarketSizer websites and products.

We keep your personal information for as long as it is required for the purposes stated in this Privacy Policy. When we no longer have a legitimate need to process your information, we will delete, anonymise, or isolate your information, whichever is appropriate.

Legal bases for processing

For UK and EEA users

If you are located in the European Economic Area (EEA) or the United Kingdom, we process your Personal Information in accordance with the General Data Protection Regulation (Regulation (EU) 2016/679) and the UK General Data

Protection Regulation (collectively, "GDPR").

We collect and use your information where one or more of the following legally permitted bases for processing applies:

- **Consent:** you have given clear consent for us to process your Personal Information for a specific purpose.
- **Contractual necessity:** the processing is necessary for a contract you have with us, or because you have asked us to take specific steps before entering into a contract.
- **Legal obligation:** the processing is necessary for us to comply with the law (not including contractual obligations).
- **Legitimate interests:** the processing is necessary for our legitimate interests or those of a third party, provided those interests are not overridden by your rights and freedoms.

Withdrawal of consent: you have the right to withdraw your consent at any time, object to processing based on legitimate interests, and exercise other rights as described in the "Your data protection rights" section below.

Compliance with international privacy laws

MarketSizer is committed to protecting your personal information and complying with applicable privacy laws.

In addition to complying with the GDPR, we aim to adhere to the principles of other major data protection frameworks, including but not limited to the California Consumer Privacy Act (CCPA/CPRA) and the Personal Information Protection and Electronic Documents Act (PIPEDA) in Canada, where applicable.

We apply consistent privacy and security practices across all regions while respecting local legal requirements.

Retention of information

We retain your personal information for as long as it is required for the purposes stated in this Privacy Policy. Sometimes, we may retain your information for longer periods as permitted or required by law, such as to maintain suppression lists, prevent abuse, where required concerning a legal claim or proceeding, to enforce our agreements, for tax, accounting, or to comply with other legal obligations. When we no longer have a legitimate need to process your information, we will delete or anonymise your information from our active databases. We will also securely store the information and isolate it from further processing on backup discs until deletion is possible.

Personal information that MarketSizer processes on your behalf

Information entrusted to MarketSizer and purpose

We do not sell any Personal Information and share your information only in the ways that are described in this Privacy Policy, and only with parties who adopt appropriate confidentiality and security measures. MarketSizer will only disclose your Personal Information as follows:

- **Employees and independent contractors:** employees and independent contractors of relevant MarketSizer group entities have access to your Personal Information on a need-to-know basis. We require all employees and independent contractors of MarketSizer group entities to follow this Privacy Policy for Personal Information that we share with them.

- **Third-party service providers (sub-processors):** we share your personal information with the sub-processors listed in the "Sub-processors we use" section below. These service providers are authorised to use your personal information only as necessary to provide these services to us, and are bound by written contracts requiring confidentiality and appropriate security measures.
- **Your company:** if you are a customer or a user of our Services, we may provide your information to the company you are engaged or employed by to fulfil and enforce our applicable sales agreement with your company, and to inform your company regarding usage, support, or training needs.
- **Business transactions:** in accordance with applicable legal obligations, your Personal Information may be provided to third parties in connection with a merger or acquisition (including transfers made as part of insolvency or bankruptcy proceedings) involving all or part of MarketSizer or our assets, or as part of a corporate reorganisation or other change in corporate control or business change, including for the purpose of determining whether to proceed or continue with such transaction or business relationship.
- **Aggregate or de-identified information:** from time to time, we may disclose aggregate or de-identified information about use of the Services or our user base to partners and others at our discretion, but such information will not identify you personally.

Sub-processors we use

We engage the following third-party sub-processors to operate the Websites and Services. Each is contractually bound to process Personal Information only on our instructions and to maintain appropriate technical and organisational security measures. Where transfers leave the UK or EEA, we rely on Standard Contractual Clauses (or the UK International Data Transfer Addendum) together with any additional safeguards required.

Sub-processor	Purpose	Region
Vercel Inc.	Website hosting, edge delivery, and infrastructure logs.	United States (with EU edge regions)
Supabase Inc.	Application database and authentication for vendor data and product features.	European Union
Zoho Corporation (Bookings, CRM, PageSense)	Meeting scheduling, customer relationship management, and on-site analytics / A/B testing.	European Union
Google LLC (Google Analytics 4, Google Ads)	Aggregated traffic analytics and paid-campaign conversion measurement.	United States
LinkedIn Ireland Unlimited Company (Insight Tag)	Conversion measurement and audience matching for LinkedIn advertising.	European Union / United States
Microsoft Corporation (Clarity)	Anonymised session replay and click-map analysis with sensitive form fields masked by default.	United States
Snitcher B.V.	Reverse-IP company-level identification of business visitors for sales attribution and account-based retargeting. Does not identify individual people.	European Union (Netherlands)

We review this list whenever we add or remove a vendor. Material changes will be reflected by an update to the "Created" date at the top of this Policy.

Information from mobile devices

When you elect to allow it, some of our mobile applications have access to the camera, microphone, call history, contact information, photo library, files, and other information stored on your mobile device. Our applications require such access to provide their services. Similarly, when you elect to provide access, location-based information is also collected for purposes including, but not limited to, locating nearby contacts or setting location-based reminders. This information will be exclusively shared with our mapping providers and will be used only for mapping user locations. You may disable the mobile applications' access to this information at any time by editing the settings on your mobile device. The data stored on your mobile device and the location information to which the mobile applications have access will be used in the context of the mobile application, and transferred to and associated with your account in the corresponding services (in which case the data will be stored on our servers) or products (in which case the data will remain with you unless you share it with us).

- **Ownership and control of your mobile service data:** we recognise that you own your service data. We provide you complete control of your service data by providing you the ability to (i) access your service data, (ii) share your service data through supported third-party integrations, and (iii) request export or deletion of your service data.
- **How we use mobile service data:** we process your service data when you provide us instructions through the various modules of our services. For example, when you generate a certificate using our training app, information such as the name will be used to generate the certificate.
- **Push notifications:** if you have enabled notifications on our desktop and mobile applications, we will push notifications through a push notification provider such as Apple Push Notification Service, Google Cloud Messaging, or Windows Push Notification Services. You can manage your push notification preferences or deactivate these notifications by turning off notifications in the application or device settings.

Data subject requests

If you are from the European Economic Area and you believe that we store, use, or process your information on behalf of one of our customers, please contact the customer if you would like to access, rectify, erase, restrict or object to processing, or export your personal data. We will extend our support to our customer in responding to your request within a reasonable timeframe.

Your data protection rights

Depending on your location, such as if you are a resident of the European Economic Area (EEA), United Kingdom, Canada, or California, you may have specific rights under applicable data protection laws.

If you are located in the EEA or the UK, these rights are provided under the General Data Protection Regulation (GDPR) and may include:

- **Right to access:** you can request copies of your Personal Information.
- **Right to rectification:** you can request corrections to your Personal Information.
- **Right to erasure (right to be forgotten):** you can request that we erase your Personal Information, subject to certain exceptions under applicable laws.
- **Right to restriction of processing:** you can request that we restrict the processing of your Personal Information subject to certain exceptions under applicable law. Please note that restricting processing may also limit the availability of certain products, services, or information to you that may impact your use of the Services.

- **Right to object to processing:** you can object to us processing your Personal Information, subject to certain exceptions. Please note that objecting to processing may also limit the availability of certain products, services, or information to you that may impact your use of the Services.
- **Right to data portability:** you have the right to receive your Personal Information in a structured, commonly used, and machine-readable format and to transmit that data to another controller without hindrance.
- **Right to withdraw consent:** you have the right to withdraw your consent at any time where we are relying on consent to process your Personal Information. This will not affect the lawfulness of any processing carried out before you withdraw your consent.

Where we process your Personal Information for direct marketing purposes, you can exercise your right to object at any time without providing any specific reason for your objection.

If you would like to exercise any of these rights, please contact us using the contact information listed at the end of this Policy.

In some cases, we act as a processor for our customers (for example, when a customer or its user uploads your information to our Services for us to return information about you, for example for a competitive analysis). If these circumstances apply to you and you wish to exercise any rights you may have under applicable data protection laws with respect to any information that we have collected about you, please direct your query to the relevant customer, as in such circumstances the customer is the data controller of your Personal Information. We will provide reasonable assistance to our customers to give effect to data subject rights as appropriate and required by applicable laws. If you are uncertain whether we process your Personal Information as a controller or a processor in any specific context, you can contact us as described below for more information.

Your choice in information use

- **Opt out of non-essential electronic communications:** you may opt out of receiving newsletters and other non-essential messages by using the 'unsubscribe' function included in all such messages. However, you will continue to receive essential notices and emails such as account notification emails (password change, renewal reminders, etc.), security incident alerts, security and privacy update notifications, and essential transactional and payment-related emails.
- **Disable cookies:** you can disable browser cookies before visiting our websites. However, if you do so, you may not be able to use certain features of the websites properly.
- **Optional information:** you can choose not to provide optional profile information such as your photo. You can also delete or change your optional profile information. You can always choose not to fill in non-mandatory fields when you submit any form linked to our websites.

How we protect Personal Information

MarketSizer uses a variety of technical and organisational security measures to protect your Personal Information from loss, misuse, and unauthorised access, disclosure, alteration, or destruction. In addition to appropriate policies, security procedures, and logical and physical access controls, MarketSizer uses secure server hosting, firewall protection, and standard secure data storage practices. However, no internet or email transmission is ever fully secure or error free. Please keep this in mind when disclosing any information to us online.

How long we keep your Personal Information

We will only keep your Personal Information for as long as it is necessary for the purposes set out in this Policy unless: (a) a longer retention period is required or permitted by law; or (b) your Personal Information has been turned into aggregate or de-identified information such that it can no longer be traced back to you.

Disclosures in compliance with legal obligations

We may be required by law to preserve or disclose your personal information and service data to comply with any applicable law, regulation, legal process, or governmental request, including to meet national security requirements.

Other relevant information

Children's personal information

Our products and services are not directed to individuals under 16. MarketSizer does not knowingly collect personal information from children who are under 16 years of age for its own purposes. If we become aware that a child under 16 has provided us with personal information, we will take steps to delete such information. If you believe that a child under 16 years has provided personal information to us, please write to hello@marketsizer.io with the details, and we will take the necessary steps to delete the information we hold about that child. However, by using our products, you can collect information about individuals who may be children. If you process information relating to children, you acknowledge and agree that you will be responsible for complying with the applicable laws and regulations related to protection of such personal information.

Automation and artificial intelligence

In order to provide enhanced productivity and predictive capabilities to our users, we employ a variety of technologies such as regex parsing, template matching, artificial intelligence, and machine learning. In keeping with MarketSizer's promise not to exploit your data in a way that is not respectful of your privacy and confidentiality expectations, we make only the following limited use of service data for these technologies: (i) using anonymised crops of service data to improve the accuracy of the algorithms; and (ii) using your organisation's data for developing models specific to your organisation. Our automation and artificial intelligence technologies are mostly powered by our own organisation's data such as internal communications, communications with customers and internal documents, as well as free and paid external sources.

Do Not Track (DNT) requests

Some internet browsers have enabled 'Do Not Track' (DNT) features, which send out a signal (called the DNT signal) to the websites that you visit indicating that you do not wish to be tracked. Currently, there is no standard that governs what websites can or should do when they receive these signals. For now, we do not take action in response to these signals.

External links on our websites

Some pages of our websites may contain links to websites that are not linked to this Privacy Policy. If you submit your personal information to any of these third-party sites, your personal information is governed by their privacy policies. As a safety measure, we recommend that you do not share any personal information with these third parties unless you have checked their privacy policies and assured yourself of their privacy practices.

Blogs and widgets

We offer a publicly accessible blog on our website as well as a Learning Management System (LMS) powered by a paid platform. Please be aware that any information you provide on the blog and in the LMS may be used to contact you with unsolicited messages. We urge you to be cautious in disclosing personal information in our blogs and LMS. MarketSizer is not responsible for the personal information you elect to disclose publicly. Your posts and certain profile information may remain even after you terminate your account with MarketSizer. To request the removal of your information from our blogs and forums, you can contact us at hello@marketsizer.io.

Our website includes social media widgets such as Facebook 'like' buttons and Twitter 'tweet' buttons that let you share articles and other information. These widgets may collect information such as your IP address and the pages you navigate on the website, and may set a cookie to enable the widgets to function properly. Your interactions with these widgets are governed by the privacy policies of the companies providing them.

Marketing options

If, in accordance with applicable legal requirements, we send you marketing communications regarding our Services or the services of third parties that we believe will be interesting to you, you can ask us to stop sending such communications at any time by contacting us using the information in the "How to contact us" section below. In our marketing email messages, you can also opt out by following the instructions located at the bottom of such emails. Please note that, regardless of your request, we may still use and disclose certain information as permitted by this Policy or as required by applicable law. For example, you may not opt out of certain transactional emails from us, such as those confirming your requests or providing you with updates regarding our Policy or other terms.

Cookies

We use cookies to improve the experience of the Website and Services. A cookie is a text file that is placed on an individual's hard disk by a web page server, often including an anonymous unique identifier. Cookies cannot be used to run programs or deliver viruses to individual computers. Cookies are uniquely assigned to individuals and can only be read by a web server in the domain that issued the cookie to such individual. We primarily use cookies to record current login information but do not use permanent cookies.

How we record your consent: when you respond to our cookie banner, your choices are stored locally in your browser (in `localStorage`, under the key `ms\_cookie\_consent`). This record is held on your device, not on our servers, and remains until you clear browser storage or change your choices through the **Cookie Settings** link in the footer. Because the record lives on your device, you can inspect and remove it at any time. For a full inventory of the cookies and similar identifiers we set, see our [Cookies Policy](#).

Accessibility statement

MarketSizer is committed to making marketsizer.io accessible to as wide an audience as possible, in line with the European Accessibility Act (Directive (EU) 2019/882) and the UK Equality Act 2010.

- **Target conformance level:** we aim to meet Web Content Accessibility Guidelines (WCAG) 2.1 Level AA on the Websites.
- **Date of last assessment:** 13 May 2026. We assess the site whenever a substantial new template or page is shipped, and at least annually.
- **Known limitations:** some third-party embeds (for example, demo-booking widgets and video players) may not fully meet WCAG 2.1 AA. Where this is the case, we provide an alternative way to reach the same outcome - typically by contacting us directly.
- **Compatibility:** the site is designed to work with current versions of major browsers (Chrome, Edge, Firefox, Safari) and to remain usable with keyboard-only navigation, screen readers, and at 200% zoom. We respect the `prefers-reduced-motion` setting.
- **Feedback and complaints:** if you encounter an accessibility barrier on the Websites, or you would like to request information in an alternative format, please email hello@marketsizer.io. We aim to acknowledge accessibility complaints within five working days and to resolve them within a reasonable period.

Changes to our Privacy Policy

This Policy was last updated on the date referenced at the top of this page. We will make any revised Policy accessible in the Services or through our Websites, so you should review this Policy periodically. If we make significant changes to the Privacy Policy that affect your rights, you will be provided with at least 30 days' notice of the changes by email to your primary email address. However, if you have not verified your email address, you may miss important notifications that we send through email. If you think that the updated Privacy Policy affects your rights with respect to your use of our products or services, you may terminate your use by sending us an email within 30 days. Your continued use after the effective date of changes to the Privacy Policy will be deemed to be your agreement to the modified Privacy Policy. You will not receive email notification of minor changes to the Privacy Policy.

How to contact us

If you have any questions about MarketSizer's Privacy Policy, the Personal Information we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: hello@marketsizer.io