Privacy Notice

> **This version is not current.** It was in force from 23 July 2026 to 10 November 2026. Read the current version.

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1. Who we are

Silva Lex Ltd ("**Silva**", "**we**", "**us**", "**our**") is a legal advisory and consultancy company registered in England and Wales.

Company No. 15582690. Our registered address is available on request and in our Terms and Conditions.

We are the data controller for personal data collected through this website and in connection with our services. If you have any questions about this policy or how we handle your data, contact us at hello@silvalex.co.uk.

2. Data we collect

We collect personal data in the following ways:

Enquiry forms: name, email address, phone number (optional), and the content of your message when you submit a contact or enquiry form.
Newsletter and product updates: email address when you subscribe to our mailing list.
Client onboarding: name, contact details, company information and any relevant details needed to provide our services.
Website usage: technical data such as IP address, browser type, pages visited and time spent on site, collected through cookies and analytics tools. See our Cookie Policy for details.
Communications: the content of emails and messages you send us.
AI chat assistant (Elena): when you interact with Elena, our AI chat assistant, we collect the messages you send and any name and contact details you provide during the conversation. Elena runs on our own infrastructure, but your messages are processed by Anthropic (the provider of the Claude AI models powering Elena) to generate replies. This means we transfer your chat data to Anthropic, which is

generally hosted in the US, outside the UK and EEA. The conversation, together with a short summary, is stored by us in our own database, and where you give contact details we may forward your enquiry to Notion, our lead management system, so we can follow up.

We do not collect sensitive personal data (as defined under UK GDPR) unless you provide it voluntarily in the context of obtaining legal advice.

3. How we use your data

We use your personal data to:

Respond to your enquiries and provide the services you have requested.
Send you updates about new products, services or content where you have subscribed or we have a legitimate interest in doing so.
Maintain our client relationship and deliver ongoing services.
Comply with legal and regulatory obligations.
Improve our website and understand how visitors use it.
Protect against fraud and maintain the security of our systems.

We do not sell your personal data. We do not use it for automated decision-making or profiling.

4. Legal basis for processing

Under UK GDPR, we process your personal data on the following legal bases:

Contract: where processing is necessary to perform a contract with you or to take steps at your request before entering a contract.
Legitimate interests: where we have a legitimate interest in processing your data, for example, responding to enquiries, marketing to existing clients and improving our services, and where this interest is not overridden by your rights.
Consent: for newsletter subscriptions and non-essential cookies, where you have given us clear, specific consent.
Legal obligation: where processing is required to comply with a legal obligation.

5. Sharing your data

We share personal data only where necessary:

Service providers: we use third-party tools including JotForm (forms), Brevo (email marketing), Anthropic (the provider of the Claude AI models that power our chat assistant, Elena) and Notion (the lead management system where we record and follow up enquiries). These providers process data on our behalf under data processing agreements.
Professional advisers: where we engage barristers, accountants or other professionals in connection with delivering services to you, we may share relevant information.
Legal requirements: where we are required to disclose data by law, court order or regulatory authority.

We do not transfer personal data outside the UK or EEA unless adequate safeguards are in place under UK GDPR.

6. Retention

We retain personal data for as long as necessary for the purposes for which it was collected, or as required by law.

Enquiry data: retained for 12 months from the date of last contact if no engagement follows.
AI chat assistant (Elena) data: conversations and summaries stored in our own database are retained for 12 months from the date of the conversation.
Lead records (Notion): enquiry and contact details forwarded to Notion are retained for six years.
Client data: retained for six years from the end of the engagement, in line with limitation periods under the Limitation Act 1980.
Marketing data: retained until you unsubscribe or withdraw consent.
Website analytics: as determined by the analytics provider's retention settings.

7. Your rights

Under UK GDPR, you have the following rights in relation to your personal data:

Right of access: to request a copy of the personal data we hold about you.
Right to rectification: to request correction of inaccurate data.
Right to erasure: to request deletion of your data in certain circumstances.
Right to restrict processing: to request we limit how we use your data.
Right to data portability: to receive your data in a structured, commonly used format.
Right to object: to object to processing based on legitimate interests or for direct marketing.
Right to withdraw consent: where processing is based on consent, to withdraw it at any time.

To exercise any of these rights, contact us at hello@silvalex.co.uk. We will respond within one month. You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) at ico.org.uk.

8. Cookies

We use cookies and similar technologies on this website. For full details of the cookies we use and how to manage your preferences, see our Cookie Policy.

9. Contact us

For any questions about this Privacy Policy or to exercise your rights, please contact us:

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Registered in England and Wales
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