
Privacy and Cookie Policy

Last updated: 3 October 2026

This policy explains what personal information The Trademark Helpline collects, why, who we share it with and the choices you have. It applies to our clients, people who contact us, people referred to us by our partners, and visitors to www.thetrademarkhelpline.com.

1. Who we are

The Trademark Helpline is a trading name of 84i Limited, a company registered in England and Wales with company number 09099497, whose registered office is at Craven Business Centre, 4-5 Craven Road, Altrincham, Cheshire, WA14 5DY. We are the controller of the personal information described in this policy and are registered with the Information Commissioner's Office under number ZA726717.

You can contact us about this policy or your information at support@thetrademarkhelpline.com, by phone on 0161 833 5400, or by post to the address above.

2. The information we collect

- **Contact details:** your name, job title, email address, phone number and postal address.
- **Business details:** your organisation's name, company number, registered address and the people we deal with there.
- **Trademark details:** the names, logos and other marks you ask us to search, register, monitor or defend, the goods and services they cover, and the owner or applicant details that must appear on a filing.
- **Account and billing details:** your orders, quotes, invoices and payment history. Card and Direct Debit payments are handled by our payment providers; we do not store full card details.
- **Communications:** emails, chat messages, and notes of calls and meetings with you.
- **Referral details:** if a partner introduced you, which partner it was.
- **Website information:** the pages you visit, how you arrived, your device and browser, and the cookies described in section 11.

3. Where we get it

- From you, when you contact us, use our website, book a call, place an order or use your Portal account.
- From public registers, including the UK Intellectual Property Office, other intellectual property offices and Companies House, for example when we search or monitor marks.
- From a partner who refers you to us, with your agreement.
- From the service providers who help us run our business, such as our payment providers.



4. How we use your information and our lawful basis

What we use it for	Lawful basis
Providing the services you ask for: searches, audits, applications, monitoring, renewals, defence work and your Portal account	Contract, or steps you ask us to take before a contract
Telling you about your marks, including deadlines, oppositions, renewals and conflicting applications	Contract and our legitimate interest in protecting your rights
Invoicing, taking payment, keeping accounts and chasing unpaid fees	Contract and legal obligation
Answering enquiries and booking calls	Legitimate interests (responding to you)
Sending existing clients news about similar services; you can opt out at any time	Legitimate interests
Marketing to people who are not clients	Consent, where the law requires it
Crediting and paying the partner who referred you	Legitimate interests (paying partners what they are owed); the referral cookie only with your consent
Website analytics and advertising measurement	Consent, where the law requires it
Preventing fraud, meeting legal and regulatory duties, and bringing or defending legal claims	Legal obligation and legitimate interests

5. Trademark registers are public

When we file an application, renewal or other document with an intellectual property office, the applicant's or owner's name and address are published on that office's public register, as the law requires. This cannot be undone once filed. Please talk to us before filing if this is a concern; for example, a business address can usually be used instead of a home address.

6. Who we share it with

- **Intellectual property offices**, such as the UK Intellectual Property Office, the EUIPO and WIPO, when we file on your behalf.
- **Overseas attorneys and associates** we instruct to file or act for you in other countries.
- **Service providers** who process information for us under contract: our customer relationship management, email and e-signature systems, accounting software, payment providers, website hosting, live chat and cloud hosting.
- **The partner who referred you**, if you were referred and become a client. We tell them that you became a client and the services and amounts on which their commission is calculated. We do not share your trademark details or our advice to you with them.
- **Professional advisers, insurers, courts and authorities**, where needed to run our business, meet our legal duties or protect our rights.
- **A buyer of our business**, if all or part of it is sold, so that your services can continue.



We do not sell your personal information.

7. International transfers

Some of our service providers, and the overseas offices and attorneys we instruct for international work, are outside the UK. Where we transfer personal information outside the UK we rely on UK adequacy regulations or on approved safeguards such as the UK International Data Transfer Agreement or Addendum. Filing in another country necessarily means sending the filing details to that country's office and to the attorney who files there.

8. How long we keep it

- **Client records and files:** for as long as we act for you and for six years afterwards, or longer while a mark we registered or renewed for you remains in force.
- **Accounting records:** six years from the end of the financial year they relate to, as the law requires.
- **Enquiries that do not lead to an instruction:** two years from our last contact.
- **Marketing preferences:** until you opt out; we then keep a note so we do not contact you again.

9. Your rights

You have the right to:

- ask for a copy of the personal information we hold about you, free of charge;
- ask us to correct information that is wrong or incomplete;
- ask us to delete your information, or to restrict how we use it, where the law allows;
- object to our use of your information based on legitimate interests, and to direct marketing at any time;
- ask us to transfer information you gave us to another organisation, where the law allows; and
- withdraw any consent you have given, at any time.

To use any of these rights, contact us using the details in section 1. We will reply within one month. If you are unhappy with how we have handled your information, you can complain to the Information Commissioner's Office at ico.org.uk or on 0303 123 1113, though we would welcome the chance to resolve it first.

10. Keeping your information secure

We use access controls, encryption in transit, secure hosting and staff training to protect your information, and we only give service providers the information they need. No system is completely secure, so please tell us straight away if you think your information has been put at risk.



11. Cookies

Cookies are small files saved on your device by a website. We use the following. You can delete or block cookies in your browser settings at any time, though some parts of the website may then not work.

Type	Cookies	Purpose	How long
Strictly necessary	PHPSESSID and WordPress cookies	Keep the website working, for example when you complete a form	Session
Referral	tmh_ref	Only set if you arrive through a partner's link and choose Accept on our referral banner, so we can thank the partner who referred you. A copy is kept in your browser's local storage for the same purpose. If you choose No thanks, nothing is stored and we only remember your choice until you close your browser.	12 months
Live chat	Zoho SalesIQ (_zldp, _zldt)	Run our live chat and connect your chat to your enquiry	Up to 12 months
Analytics	Google Analytics (_ga, _ga_*)	Count visitors and see how the website is used, so we can improve it	Up to 2 years
Advertising	Google Ads (_gcl_a, gclid)	Measure whether our adverts lead to enquiries	Up to 90 days
Link tracking	Pretty Links (prli_visitor)	Count clicks on our shortened links	Up to 12 months

12. Changes to this policy

We will update this policy when how we use personal information changes. The date at the top shows when it was last updated. Where a change matters to you, we will tell you directly.