

Notice to Data Subjects

At Definition IP Limited, we take your privacy seriously. We will use your data only as set out below. We will not sell your data to third parties or pass your details to any third parties except where required to fulfil our contract with you, or where there is a legitimate interest in doing so (such as, for example, naming you as an inventor on a patent application).

Who are we?

Definition IP Limited is a limited company incorporated under the Companies Act 2006 in England and Wales [Company No. 09864868 (Registered in England)].

Definition IP Limited (Ireland) is a wholly owned subsidiary of Definition IP Limited (UK). [Company No. 612713 (Registered in Ireland)].

Definition IP Limited can be contacted at:

Definition IP Limited (UK) The Core Newcastle Helix Bath Lane Newcastle upon Tyne NE4 5TF UK	Definition IP Limited (Ireland) Creative Dock Malahide Marina Village Malahide Co. Dublin K36 W540 Ireland
+44 (0)191 603 1101	+353 (0)1 969 7808
We can also be contacted by email at: info@definitionip.com (this address is for both UK and Irish queries).	

This notice sets out the basis on which we will process your personal data in compliance with the GDPR in force from 25 May 2018.

Why we collect your data

Definition IP is a firm of intellectual property services advisors, who provide advice and assist in the obtaining of registered intellectual property rights. We also provide advice relating to unregistered rights, and in ancillary areas such as portfolio management, invention harvesting, IP strategy, IP ownership etc. In order to provide this advice according to our contract with you, and to pursue our legitimate interests as a service provider to render these services, we need to collect certain information from you.

What data we collect

In order to act as intellectual property advisors for you, we require certain information. This typically includes contact details (i.e. name, address, email address, telephone number etc.). We may also require information relating to your nationality, and in certain cases your educational qualifications.

When you access our website, information such as your IP address, cookie information, time stamp information and clickstream information may also be collected. Our website includes links to other websites. If you access these sites using the links provided, you will be subject to the privacy policy of the operators of those sites.

If you fill in forms on our website, we will collect your contact details and the other information you provide in the form.

If you ask or consent to be added to our marketing database, we will collect your name, the name of your company/organisation (if any) and email address.

Purpose and legal basis for processing

The personal data we collect will be used to provide you with intellectual property services, usually in fulfilment of our contract with you. In certain cases, we may obtain your information via a third party – such as from an applicant of a patent application on which you are named as an inventor. In this case, we assume that the applicant will have made you aware of the use of your data in this way, and we will process your information in pursuance of our legitimate interest in performing our contractual services for our client.

Definition IP Limited will not pass on your personal data to third parties, except in the performance of our services to you. However, we may share your personal data with other companies in the same group, i.e. we may share your information between Definition IP (UK) Limited and Definition IP (Ireland) Limited.

We may also share your information with our service providers when required to perform our contract with you or with our client (i.e. in circumstances where you are an inventor). This may include the transfer of your information outside of the EU, for example where intellectual property protection or advice is sought in those jurisdictions. If it is necessary to transfer your data outside of the EU, we will make every effort to ensure that adequate levels of protection are in place to safeguard your personal data.

We may contact you by mail, phone, email or social media with tailored information relating to our company or our services that we believe may be of interest to you. You can request not to receive this information at any time by unsubscribing from our marketing database or contacting us at info@definitionip.com to request removal from our marketing database.

All data collected by Definition IP Limited from our clients will be stored in secure hosting facilities provided by Work AnyWare Ltd (Trading as Equinox). Work AnyWare Ltd is based in the EU, and their practices and procedures are fully GDPR compliant.

How long will we keep your data?

Employee data, which may include personal data and financial information required for HR and payroll services will be kept for 6 years from the date of termination of employment.


Client data will be kept for 6 years from the date of the last invoice or credit note issued. Inventor data will be kept for 3 years from the date of expiry (or notification of expiry) of the rights of the last family member.

When added to our marketing database. Your personal information may be kept for the duration of your consent (to be deleted upon consent being withdrawn).

Following expiry of the periods proscribed above, your data will be permanently deleted without further notice to you. This will include shredding of any paper documents, and permanent deletion of any electronic files relating to you.

Your rights

You have the right to see what data we hold on you, to request correction of that data, and to request deletion of that data. You can request any of these by emailing: info@definitionip.com, or by contacting either of our offices by telephone or mail. In certain cases, we may ask you to verify your identity when making a request. Please note that the deletion or limitation of your data may mean that we are unable to act for you or provide our services to you.



Any complaint regarding our handling of your data, or our handling of your request to access or delete your data can be made to the relevant supervisory authority.

In the UK, this is the Information Commissioner's Office: www.ico.org.uk

In Ireland, this is the Data Protection Commissioner: www.dataprotection.ie

This policy is effective from 1st January 2025. We may change this privacy policy from time to time by updating this webpage.