



Privacy Policy

Operated by LIFTOFFUK LTD · Effective 3 September 2026 · Version 1.1

LiftOff (“we”, “us”, “our”) operates a founder-first task marketplace connecting entrepreneurs (“Drivers”) with talent (“Accelerators”) at liftoff-app.com. This Privacy Policy explains how LIFTOFFUK LTD collects, uses and protects your personal data when you use the LiftOff platform. We are the “controller” of your personal data for the purposes of the UK General Data Protection Regulation (“UK GDPR”) and the Data Protection Act 2018.

1. Who we are

- **Controller:** LIFTOFFUK LTD, registered in England and Wales (company number 17041399).
- **Registered office:** 3rd Floor, 86-90 Paul Street, London, England, EC2A 4NE.
- **Contact:** info@liftoff-app.com.

2. The data we collect

Depending on how you use the Platform, we may collect the following categories of personal data:

Category	Examples
Account data	Name, email address, password (stored hashed by our authentication provider), role (Driver or Accelerator), profile details.
Profile data	Skills, experience, portfolio, qualifications and other details you add to your profile.
Identity verification data	If you choose to verify your identity, the identity document details and liveness-check data processed through our verification provider (Didit). Verification is optional and available to all users.
Task data	Task descriptions, messages, deliverables, ratings, reviews and “would hire again” signals.
Payment data	Payment and payout details processed via Stripe. We do not store full card numbers; these are handled by Stripe.
Usage & device data	IP address, device and browser type, pages viewed, and interactions, collected via cookies and similar technologies.
Marketing & lead data	Information you provide through our advertising and lead-generation forms (including Meta lead-generation ads), and your marketing preferences.
Communications	Messages you send us and records of your contact with support.

Category	Examples
Referral and attribution data	The introducer or referral code/link you signed up through, and the attribution records we keep to operate the referral programme.

Other than optional identity-verification data described above, we do not collect special category or sensitive personal data through the Platform in the ordinary course of providing our services. The liveness check used in identity verification involves biometric data, which is special category data; we only process it where you choose to verify your identity and provide your explicit consent (see section 3, lawful bases).

3. How and why we use your data

We process your personal data on the following legal bases under UK GDPR:

Purpose	Legal basis
Creating and managing your account; providing the Platform	Performance of a contract / steps before a contract
Matching Drivers with Accelerators and facilitating Tasks	Performance of a contract
Processing payments and payouts	Performance of a contract / legal obligation
Optional identity verification (document checks)	Consent / legitimate interests (fraud prevention)
Optional identity verification (liveness / biometric check)	Explicit consent (special category data)
Operating the introducer / ambassador programme (attribution at sign-up, commission statements and payouts)	Legitimate interests / performance of a contract (with the introducer)
Providing AI-assisted features (task drafting, matching support and content moderation)	Legitimate interests
Improving the Platform, analytics and matching	Legitimate interests
Preventing fraud and ensuring security	Legitimate interests / legal obligation
Sending service and onboarding communications	Performance of a contract / legitimate interests
Sending marketing communications	Consent
Complying with legal and accounting obligations	Legal obligation

Where we rely on legitimate interests, we have assessed that our interests are not overridden by your rights. Where we rely on consent, you may withdraw it at any time.

We use automated processing to match Drivers with Accelerators and AI-assisted features to help draft and improve task listings and to moderate content. These features support the service and human users make the final hiring decisions; they do not produce legal or similarly significant effects on you without human involvement. Where we use third-party AI providers (see section 6.1), we share only the content needed to provide the feature and under appropriate contractual data-protection safeguards.

4. Identity verification

Identity verification is optional and available to all users. We offer it to improve matching and build trust between Drivers and Accelerators; you can use the Platform without verifying, although verification may improve your matching. Verification is carried out by our verification provider, Didit, and involves checking an identity document and a liveness check to confirm a real person is present.

Where you choose to verify, we process your identity document data on the basis of your consent and our legitimate interest in preventing fraud. The liveness check involves biometric data, which is special category data under UK GDPR; we process it only with your explicit consent, given when you choose to verify. You can decline verification, and you may contact us at info@liftoff-app.com about verification data we hold.

5. Marketing communications

We will only send you product updates, announcements or promotional emails if you have explicitly opted in. You can unsubscribe from marketing emails at any time using the unsubscribe link in our emails or by contacting us at info@liftoff-app.com. We will still send you service, account and onboarding emails where necessary, as these are not marketing.

6. Sharing your data

We share personal data with:

- **Other Users:** Drivers and Accelerators see the information necessary to evaluate, agree and perform a Task. Each acts as an independent controller of the data they receive.
- **Introducers and ambassadors:** if you signed up through a referral partner (an introducer or ambassador), we share limited information with that partner so we can calculate and pay their commission and provide the statements our agreement with them requires. They can see that you are one of their referred users — your name, the date you created your account, your account type (Driver or Accelerator), the titles of jobs you complete and your completed-job count, and the commission we owe them, which is derived from the platform fee we charge on your jobs. They never see your contact details, your card or bank details, or the value of your jobs (only the fee we take). Each acts as an independent controller of the data they receive.
- **Service providers (processors):** the trusted third parties listed below who process data on our behalf, only on our instructions and under appropriate contractual safeguards.
- **Professional advisers, authorities and acquirers:** where necessary for legal, regulatory, accounting or corporate-transaction purposes.

We do not sell your personal data.

6.1 Our key processors and sub-processors

Provider	Purpose
Clerk	User authentication and account management
Didit	Optional identity verification (document and liveness checks)
Stripe	Payment processing and payouts (Stripe Connect)
Microsoft Azure	Backend hosting, database (Cosmos DB) and AI services (search and embeddings)
Anthropic	AI-assisted features (task-drafting assistant and matching support)
Vercel	Frontend application hosting
Meta Platforms	Advertising and lead-generation campaigns
Twilio SendGrid	Transactional and marketing email delivery
Sentry	Error monitoring and diagnostics

Some of these providers may process data outside the UK. Where they do, we rely on appropriate safeguards such as UK adequacy regulations or the International Data Transfer Agreement / Addendum to the EU Standard Contractual Clauses.

7. International transfers

Where personal data is transferred outside the UK, we ensure an appropriate level of protection through adequacy regulations or approved transfer mechanisms as described above. You may contact us for more information about the safeguards in place.

8. How long we keep data

We keep personal data only as long as necessary for the purposes set out in this Policy, including to meet legal, accounting and reporting obligations. In general: account and profile data are retained while your account is active and for a reasonable period afterwards; transaction and financial records are retained for at least six years to meet UK tax and accounting requirements; and marketing data is retained until you withdraw consent or object. Referral attribution records and commission statements are kept for the life of the referral agreement; because they are financial records, some referral information that includes your name may be retained under the six-year tax and accounting requirement above even after your account is closed. We periodically review and delete inactive records. If you request deletion, your data will be removed unless we are legally required to keep it. We then delete or anonymise the data.

9. Cookies and similar technologies

We use cookies and similar technologies to operate the Platform, remember your preferences, measure usage and support advertising. Cookies fall into the following categories:

- **Strictly necessary:** required for the Platform to function (for example, authentication and security). These do not require consent.
- **Functional:** remember your preferences and choices.
- **Analytics:** help us understand how the Platform is used so we can improve it.
- **Advertising:** used to deliver and measure advertising, including the Meta Pixel for our lead-generation campaigns.

Under the Privacy and Electronic Communications Regulations (PECR), we only set non-essential cookies (functional, analytics and advertising) with your consent. We ask for your consent through a cookie banner when you first visit, and you can change your preferences at any time via the cookie settings on the Platform. Disabling some cookies may affect how the Platform works.

10. How we store and protect your data

Your data is stored securely using industry-standard technical and organisational measures, including encryption in transit, access controls and use of reputable infrastructure providers. We restrict access to personal data to only those who need it to operate the Platform. No system is completely secure, and we cannot guarantee absolute security, but we maintain procedures to detect and respond to breaches and will notify you and the ICO where legally required.

11. Your rights

Under UK GDPR you have the right to:

- access the personal data we hold about you;
- request correction of inaccurate data;
- request deletion of your data in certain circumstances;
- object to or restrict how we process your data, including direct marketing;
- data portability for data you provided to us;
- withdraw consent at any time where we rely on consent.

To exercise any of these rights, contact us at info@liftoff-app.com. We will respond within one month. There is usually no charge, and we may need to verify your identity.

12. Complaints

If you are unhappy with how we handle your personal data, you have the right to lodge a complaint with the UK data protection regulator, the Information Commissioner's Office (ICO), at ico.org.uk. We would, however, appreciate the chance to address your concerns first.

13. Children

The Platform is not intended for anyone under 18, and we do not knowingly collect personal data from children. If you believe a child has provided us with personal data, please contact us and we will delete it.

14. Changes to this policy

We may update this Privacy Policy from time to time. The latest version will always be published on the LiftOff website, and where changes are significant we will notify you by email or via the Platform.

The “Effective” date above shows when it was last revised.

15. Contact us

LIFTOFFUK LTD

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