UK SME Competition Application Form

Reflex IT Marketing is offering three days of Decision Intelligence support at no charge to each of three UK-owned SMEs between January and March 2027. Applications are welcome from any sector. Your business must have a current annual turnover below £10 million.

Applications close at 5 pm UK time on Monday 21 December 2026. We will announce the selected businesses on Friday 8 January 2027.

Complete the form in Word. Replace the bracketed text with your answers and email the completed form to info@reflexitmarketing.com. Use the subject "UK SME Competition Application – [Business name]".

Focus on one decision or business challenge. Estimates and ranges are welcome. Use approximate figures if the details are commercially sensitive.

Business and contact details

Business name [Registered or trading name]	**Sector** [Main activity or sector]
Contact name and role [Full name and job title]	**Work email** [Email address]
UK location [Town or city]	**Website or phone** [Optional]
UK owned [Yes or no]	**Latest annual turnover and year end** [Approximate amount or range and month/year]

The decision you need help with

1 Decision and timing

What decision do you need to make, who will make it, and by when? Briefly explain what has prompted it and why it matters now.

[Type your answer here]

Options and business impact

2 Options and uncertainty

What options are you considering? Where are you uncertain, and what evidence or dependencies could change your choice?

[Type your answer here]

3 Investment or business impact

How much investment, spending or value could depend on the decision? Give an estimate or range and explain what it represents. If there is no direct investment, describe the operational or commercial impact.

[Type your answer here]

4 What you want from three days

What would you like the support to help you decide or do? What evidence is already available, and who could contribute from your business?

[Type your answer here]

Timing and expected benefit

5 Availability and decision milestones

When between January and March 2027 would the support be most useful? Tell us about any board dates, approval deadlines or periods to avoid.

[Type your answer here]

6 How you would judge the benefit

What would tell you the support had helped? Describe what you would be able to decide or do afterwards, and who would take the next step.

[Type your answer here]

Applicant declaration

I confirm that the business is a UK-owned SME with annual turnover below £10 million and that I am authorised to apply on its behalf.

If selected, I agree to provide an honest reference if I believe the work has genuinely helped the business. If I feel the business did not benefit, there is no obligation to provide a reference. Reflex IT Marketing will ask for permission before publishing a reference.

Name	**Date**
[Type your full name]	[DD/MM/YYYY]

Return the completed form to info@reflexitmarketing.com.

UK SME Competition Terms and Conditions

1. Promoter and eligibility

The competition is run by **Reflex IT Marketing Limited**. For enquiries, email **info@reflexitmarketing.com**. Our correspondence address is **[insert correspondence address]**.

Entry is free and open to UK-owned SMEs in any sector with annual turnover below **£10 million**. The person submitting the application must be authorised to act on behalf of the business. Each business may submit one application, focused on one business decision or challenge.

2. How to enter

Complete the application form and email it to **info@reflexitmarketing.com** with the subject **UK SME Competition Application – [Business name]**. You may include up to two supporting documents. Explain what decision you face, what is at stake and where you would value support.

We must receive your application by **5 pm UK time on Monday 21 December 2026**. Submit only material you are authorised to share. Use estimates or ranges where commercially sensitive figures are involved.

3. Selection and announcement

A judging panel that includes at least one independent member will assess eligible applications on three criteria:

- **Clarity of the decision** and the options the business is considering.
- **Importance to the business**, including the consequences of acting, waiting or choosing a different option.
- **What can be achieved in three days**, given the scope of the decision and the evidence available.

If applications are tied, the panel will prioritise the one where the three days can make the clearest practical contribution. Judges' names are available on request.

We will contact the three selected businesses by email and announce the results on the competition page and on LinkedIn on **Friday 8 January 2027**. We intend to announce the selected businesses by name. Tell us when applying if you object to publication or want us to limit the information shared.

4. What each selected business receives

Each selected business receives **three days of human-led, AI-supported Decision Intelligence support at no charge**. We will agree the scope and schedule with each business and deliver the support by **31 March 2027**. There is no cash alternative.

We will help you identify as many realistic options as the agreed scope and available evidence allow. We will report back on the likely consequences we can identify, the assumptions and dependencies behind them, and any questions worth checking before you commit. The aim is to make a complex decision easier to navigate and help you see which options are still open.

5. Responsibility for your decisions

Your business retains full responsibility for every decision it makes, including whether and how it acts on our findings and how it manages the consequences. You decide what evidence to check, what further advice to seek and which action, if any, to take.

Our findings reflect the information available during the agreed work. We cannot identify every possible consequence or guarantee an outcome. Where a decision requires specialist legal, financial, tax, technical or other professional advice, obtain that advice before acting. Nothing in these terms limits or excludes liability where the law prohibits doing so.

6. References and application information

If selected, you agree to provide an honest reference **if you believe the work genuinely helped your business**. If you believe it did not help, you have no obligation to provide a reference. We will ask your permission before publishing any reference, quotation or case study.

We use application information to administer the competition, assess entries, contact applicants and arrange support for the selected businesses. See our **[Privacy Notice]** for how we handle personal information. Before the work begins, we will agree what information you can share and how it may be used, including any use of AI tools.

Yes. Add this after the Terms and Conditions in the downloadable application PDF.

I've proposed 12 months' retention for unsuccessful applications and six years after completion for selected businesses' core records. Confirm those periods, add your correspondence address, and check that the AI and supplier wording matches how you will handle applications before publishing. Privacy notices need to explain these actual arrangements. ico.org.uk

UK SME Competition Privacy Notice

Last updated 17 November 2026

This notice explains how Reflex IT Marketing Limited handles personal information supplied for the UK SME Competition and the support delivered to the three selected businesses.

Who is responsible for your information

Reflex IT Marketing Limited is the data controller.

You can contact us about your information or this notice at **info@reflexitmarketing.com**, using the subject **SME Competition Privacy**.

Any other correspondence can also be emailed to the same email address.

What we collect

We collect the information you provide in your application, supporting documents and subsequent correspondence. This may include your name, role, business contact details, business ownership information and details of the decision or challenge you want help with.

Business information may also be personal information where it identifies a sole trader or another individual.

Please share only information needed to explain your application. Use approximate figures or anonymised examples where appropriate, and remove unnecessary personal details about employees, customers or suppliers. Where you provide another person's information, make them aware of this notice.

How and why we use it

We use your information to check eligibility, assess applications, communicate with applicants, select the participating businesses and administer the competition.

For selected businesses, we also use relevant information to agree the work, provide the support, discuss findings and maintain appropriate delivery records.

Our lawful basis for competition administration and business contact management is **legitimate interests**. These interests are running the competition fairly, assessing applications and communicating with the businesses involved. We consider applicants' reasonable expectations and the effect on their privacy.

Where an individual enters into a contract with us personally, we may process information necessary to take steps towards or perform that contract. We may also retain information where needed to meet a legal obligation.

We ask for separate permission before publishing a personal testimonial, identifiable case study, photograph or video.

Who can access it

Access is limited to people who need the information to administer, judge or deliver the competition. This may include Craig de Prez, an independent judge or judging panel, and providers supporting our email, document storage and business systems.

Judges receive only the information needed to assess applications and must protect its confidentiality. Professional advisers or public authorities may receive information where necessary for advice, legal obligations or the handling of a dispute.

AI support and human decisions

People assess applications and make the final selection decisions. We do not make decisions about applicants solely through automated processing.

AI may support research and analysis during the awarded work. Before sharing identifiable personal information or confidential business material with an AI provider, we will explain the proposed use to the selected business and agree suitable information handling arrangements.

Winner announcements and references

We intend to announce the names of the selected businesses on our website and LinkedIn on **8 January 2027**.

Please tell us when applying if you object to an announcement identifying you personally or want the published information limited. We will consider your request and explain any information we need to retain or disclose to demonstrate that the competition was administered fairly.

We will ask permission before publishing any reference, quotation or case study. Any published reference will follow the condition in the competition terms that the business believes the work helped it.

Marketing

We use competition correspondence to administer your application and any awarded support. Applying does not automatically subscribe you to a newsletter or ongoing promotional emails.

Any separate marketing choice will be presented clearly. You can object to direct marketing at any time by emailing **info@reflexitmarketing.com**.

Storage and international transfers

We take reasonable organisational and technical measures to protect application information and restrict access.

Where a provider stores or accesses personal information outside the UK, we will check that the transfer is covered by an applicable UK adequacy arrangement or appropriate contractual safeguards. Contact us for details of the providers and safeguards relevant to your information.

How long we keep it

We normally retain unsuccessful applications and related correspondence for **12 months after the results are announced**, then delete or anonymise them.

For selected businesses, we normally retain core application, agreement and delivery records for **six years after the support ends**. We review supporting material and remove it earlier where it is no longer needed.

Information relevant to a complaint, dispute or legal obligation may be retained for as long as reasonably necessary to deal with that matter.

Your choices and rights

You can ask to access or correct your personal information. Depending on the circumstances, you may also ask us to erase it, restrict its use or provide it in a portable format.

You can object to processing based on legitimate interests, explaining your particular circumstances. You can withdraw consent for optional publicity at any time. Withdrawal does not affect processing already carried out lawfully, and material already shared by other people may remain beyond our control.

You may withdraw your application by email. If essential application information is unavailable, we may be unable to assess the application or deliver the support.

To exercise your rights, contact **info@reflexitmarketing.com**. We may need to verify your identity before responding.

You can also complain to the **Information Commissioner's Office**, the UK data protection regulator, at **ico.org.uk/make-a-complaint/** or by calling **0303 123 1113**.

Changes to this notice

If our information handling arrangements change materially during the competition, we will update this notice and inform affected applicants where required.

The application declaration can include **"I have read the Competition Privacy Notice included in this document."** This records acknowledgement. Optional marketing and publicity permissions should have their own choices. The right to object to direct marketing applies at any time. ico.org.uk

Applicant declaration

By signing below, I confirm that:

- I am authorised to apply on behalf of the business.
- The business is a UK-owned SME with annual turnover below £10 million.
- The information supplied is accurate to the best of my knowledge, and I am authorised to share the supporting material.
- I have read and agree to the Competition Terms and Conditions and have read the Competition Privacy Notice included in this document.
- I understand that the business retains full responsibility for its decisions, any action taken following the support, and the implementation and consequences of those decisions.
- If selected, I agree to provide an honest reference if I believe the work helped the business. If I believe it did not help, there is no obligation to provide a reference. Reflex IT Marketing Limited will seek permission before publishing any reference, quotation or case study.

Business name _____

Full name _____

Role _____

Signature _____ **Date** _____