

# Privacy Policy

**UK & EU** • Last updated: August 2020

Priava Services UK Ltd Company Number 11760453 and our Related Companies recognise the importance of privacy protection. Accordingly, Priava Services UK Ltd complies with the Data Protection Act 2018 UK (**Data Protection Act**). Priava Services (UK) Limited is made up of different legal entities (our Related Companies), details of which can be found here [\[insert link\]](#). This Privacy Policy is issued on behalf of the Priava Group so when we mention “Priava” “we”, “us”, “our” in this Privacy Policy, we are referring to the relevant company in the Priava Group responsible for processing your Personal Information. Priava Services (UK) Limited is the controller (as defined in the Data Protection Act) and is responsible for this Website.

Some of the information you provide us as part of your dealings with us is “Personal Information” or “Personal Data” under the Data Protection Act. This Privacy Policy sets out how we collect, handle, use, transmit and disclose your Personal Information and applies to you unless you give us explicit consent to act otherwise. By providing us with Personal Information, registering Account or otherwise using the Website or Priava Service, you acknowledge that you have read, understood and agree to be bound by this Privacy Policy and consent to us collecting, handling, using, transmitting and disclosing your Personal Information as set out in this Privacy Policy. Please use the “Definitions” section to understand the meaning of capitalised terms within this Privacy Policy.

If you would like to know more about data protection generally in the UK and European Economic Area, there is information available from the: **(a)** UK Information Commissioner’s Office (at [www.ico.org.uk](http://www.ico.org.uk)); and **(b)** European Commission Data Protection Officer (at [www.ec.europa.eu/dataprotectionofficer/](http://www.ec.europa.eu/dataprotectionofficer/)).

## **What types of Personal Information do we collect?**

Personal Information we collect from you will depend on how you use the Website, whether you have registered an Account for the Website or are just a visitor to the Website. The following is a list of the Personal Information we may collect, together with details of our justification for processing such Personal Information:

**Customer Account Information:** this is information about you which relates to an Account you have registered with us, or which Your employer has registered with us where you are a contact associated with that Account. This information may include your name, your email address and your telephone and/or mobile number. We will process this data to maintain and administer your account with us and so that we can administer our business properly (our legitimate interest). Where you have entered into a contract with us, we will process your Personal Information in order to fulfil our contract with you.

If you access the Priava Service via the App, you may use functionality available natively on mobile devices involving the application of personal information such as such as biometric data (fingerprint, voice and facial recognition), device location services and application sharing features including access to the device’s camera and photographs, contacts, calendar, tasks and other files stored on your phone. We do not process, collect, use or store any such data or information.

**Registration information:** When you register to use our Website and/or if you report a problem with our Website, we will process the Personal Information you provide. This may include your name, your contact details and the Website log-in details you provide. We will process this data so we can deal with your registration, communication or to address your query or concern. The reason we process this information is to ensure the

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proper administration of your registration, communication or query and our business (our legitimate interest).

**Transaction Data:** If you purchase the Priava Service or other products or services from us, you will need to provide certain information to us. This may include your name, billing information, credit card number and expiry date and other information required for payment of products and services provided by us. We will process that data in order to perform our contract with you and to fulfil the transaction (our legitimate interest).

**Communication Data:** If you communicate with us, we may process the information contained in your communication such as your name and contact information, the content of your communication and any metadata our Website generates where you communicate with us using the contact form on our Website. We will process that information so we can correspond with you and to ensure we administer our business properly (our legitimate interest).

**Regulatory Data:** We may process your data if we need to do so in order to comply with our legal and/or regulatory obligations, so that we can protect the vital interest of you or another natural person.

## How do we use your Personal Information?

We will use your Personal Information for the purpose disclosed at the time of collection, or otherwise as set out in this Privacy Policy or the Priava User Agreement. Except as specifically set out in this Privacy Policy and the Priava User Agreement, we will not sell or disclose your Personal Information to any person located in the UK, European Union or overseas or use your Personal Information for any other purpose without your prior consent, unless authorised or required by law. Generally, we will only collect, use and disclose your Personal Information for the following purposes:

- to register your Account or otherwise register you to use the Website;
- to provide you with information you request about us or the products or services we offer through the Website;
- to manage the Website (including your Account);
- to provide products or services you request from time to time, including the Priava Service;
- to process and obtain payment for any products or services you order from us through the Website, or this may be done by or through our third party payment gateway provider from time to time, which is currently Stripe ([www.stripe.com/gb](http://www.stripe.com/gb));
- to understand your needs and Website usage to help us improve the Website, our marketing or the way we do business;
- if necessary, to verify your identity or age (i.e. over 18); and
- to contact you for direct marketing and promotional purposes including providing you with information about new products or services, events and special offers. You can tell us that you do not wish to receive this type of information at any time (see “How you can stop receiving marketing information” below).

From time to time we may also ask you to participate in surveys or questionnaires. These help us to improve our levels of service and to maximize the opportunities and benefits you can enjoy. Again, you can tell us you do not wish to be involved in such surveys or questionnaires at any time by using the contact details in this Privacy Policy.

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We may send you electronic marketing messages updating you about products, services, free trials and other offers. We will only send you such electronic marketing messages if you have consented to receive them or it can be inferred from your existing business relationship with us, that there is a reasonable expectation of receiving those electronic marketing messages. All electronic marketing messages will identify us. You can unsubscribe from such electronic marketing messages at any time and/or tell us you no longer wish to receive such communications (see “How to stop receiving marketing information” below). We will get your express consent before we share your Personal Information with any third party for marketing purposes.

## **How do we use information that is not Personal Information?**

From time to time we may sell or disclose information you provide us that is not Personal Information or does not disclose your identity or the identity of any individual to any person for any purpose at our sole discretion, including to people or companies located outside of UK and the European Economic Area (EEA). For example, we may sell, disclose or use information you provide us that is not Personal Information to determine what advertising, promotional materials, products or services are likely to be of most interest to groups of individuals with similar interests to you or other Website visitors and to assist merchants and other third parties to monitor general consumer trends in various areas.

## **How do we collect your Personal Information?**

We collect Personal Information from information you provide directly to us when you set up an Account and register to use the Website, use the Website or the Priava Service, pay for a service provided by the Website, contact us, participate in surveys or questionnaires and from information you upload to the Website from time to time

## **What happens if you don't provide us with the information we require?**

If you don't provide us with certain information, we may be unable to provide you the information, products or services you wish to buy or receive, including the Priava Service.

## **International Transfers**

We share your Personal Information with Our Related Companies within the Priava Group. This involves transferring your Personal Information outside the UK and the European Economic Area (EEA). We ensure your Personal Information is protected by requiring our Related Companies to conform to the same rules when processing your Personal Information. These rules are called “binding corporate rules”.

Wherever we transfer your Personal Information out of the UK and the EEA we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your Personal Information to countries that have been deemed to provide an adequate level of protection for your Personal Information by the European Commission.
- Where we use certain service providers we may use specific contracts approved by the European Commission which give Personal

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Information the same protection as it has in Europe.

- Where we use providers based in the US, we may transfer Personal Information to them if they are part of the Privacy Shield which requires them to provide similar protection to Personal Information shared between the EEA and the US.

## **Personal Information security**

We will take commercially reasonable and appropriate steps to ensure your Personal Information is protected from risks such as loss, unauthorised access or use, destruction, modification or disclosure. Aside from the disclosure or transfer of your Personal Information to AWS and between our Related Companies (see “Where your information is stored” below), we only permit our authorised personnel to access your Personal Information. They will only process your Personal Information on our instructions and they are subject to a duty of confidentiality.

The Internet is not a secure method of transmitting information. Accordingly, we cannot accept responsibility for the security of information you send to or receive from us over the Internet or for any unauthorized access, use or modification of that information.

The Website may provide links or references to other 3rd party websites and resources. These websites and resources are not subject to this Privacy Policy. You should review the privacy policy of each 3rd party website and resource accessed via links from our Website, and assess whether the policy of each website and resource is satisfactory to you before you use the website or resource. You acknowledge and agree that we are not responsible for any Personal Information you choose to disclose to a 3rd party through a 3rd party website referred to by or linked to our Website and that such 3rd parties may store your Personal Information in any location in accordance with their own security standards.

## **Payment card information**

We may keep a record of your credit or debit card number if you choose to pay us directly for the Priava Service or any other products or services offered by us through the Website, particularly if you wish to have payments automatically debited from your nominated bank account at fixed intervals. We may keep details of your credit or debit card expiry dates and credit limit in order to provide you with products and services we offer through the Website. We may use a third party payment gateway to process payments for the Priava Service. You accept the payment gateway's terms and conditions when registering an Account with us including provisions relating to privacy and personal information.

## **Using 3rd parties to process your information**

We may occasionally use third party companies (**third party service providers**) to manage information that you provide in order for us to provide the Priava Service or to manage payments for the Priava Service via a payment gateway (see above). Aside from the disclosure or transfer of your Personal Information to AWS or between our Related Companies (see “Where your information is stored” below), when we use third party service providers, we keep the amount of Personal Information they hold to a minimum, have contracts in place to stop them using your information except on our behalf and obviously use commercially reasonable efforts to make sure they are as careful with your Personal Information as we are. Where such third party service providers are based outside the UK and/or the EEA we will ensure such third party service providers have adequate levels of protection in place as described above (see “International Transfers”).



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## Where your information is stored

We engage Amazon Web Services, Inc. (**AWS**), to provide data storage services, cloud computing services, to host the Priava Service and to store Your Content, data and information submitted by you through your use of the Priava Service and our Website. AWS may transmit, maintain and store all or parts of Your Content, data and information (including Personal Information) on multiple servers across various jurisdictions in addition to servers in the United States. Your Content (including Personal Information) may also be transferred between Related Companies of Priava that are located in different jurisdictions, including the UK, the EEA, Australia and the United States. Servers in which your information (including Personal Information) may be stored by AWS are likely to be located in the United States, South America (Sao Paulo), Europe (Ireland, The Netherlands, Germany, England, Spain, Italy, France and Sweden) and the Asia Pacific (Singapore, Japan, China, Korea and Australia), although additional or other locations may be used by AWS in the future. Personal Information that you provide to us will be processed by us or other Related Companies located in the UK and/or the EEA (**EU Priava Companies**), and we and the other EU Priava Companies may transmit your Personal Information from the UK and/or the EEA to other Priava Related Companies or AWS outside of the UK and/or EEA, including in Australia and the United States. We, the other EU Priava Companies and AWS are subject to domestic European privacy laws enacted under the EU Data Directive, including the General Data Protection Regulation EU 2016/679 and the Data Protection Act 2018 (UK) (together the **EU Privacy Laws**). EU Privacy Laws permit us, the other EU Priava Companies and AWS to transfer your Personal Information from the UK and/or the EEA to countries and territories outside of the UK and/or the EEA with your consent provided that we process your Personal Information in accordance with the requirements of EU Privacy Laws. Acknowledging the above, by providing us with information (including Personal Information), using the Priava Service or our Website or registering an Account, you: **(a)** consent to us and the other EU Priava Companies disclosing and transferring Your Content, data and information (including the categories of Personal Information listed in this Privacy Policy) to AWS and our Related Companies located in the United States for the purpose of allowing AWS to host all data necessary to support the Website and for us to provide the Priava Service to you; **(b)** consent to us, the other EU Priava Companies and AWS transmitting, Your Content (including the categories of Personal Information listed in this Privacy Policy) from the UK and/or EEA, to servers, AWS and our Related Companies located outside of the UK and/or the EEA, to maintaining and storing Your Content, data and information (including the categories of Personal Information listed in this Privacy Policy) between and on servers located outside of the UK and/or EEA, including in the regions referred to above; and exchanging such information between our Related Companies in those regions to assist us to perform the User Agreement and otherwise provide the Priava Service to you. You acknowledge and agree that the transmission of your Personal Information disclosed by you to us between us, the other EU Priava Companies, AWS and our Related Companies located outside of the UK and/or EEA (including Australia and the United States), is necessary for us to maintain the Website, provide you with the Priava Service and for the performance of the User Agreement generally. You also acknowledge that any data storage functionality associated with the Priava Service is not intended for the storage of national insurance numbers, credit or debit card numbers, financial account numbers, driver's licence numbers, medical information, health insurance information, sensitive data about personal characteristics such as race, religion, or sexual orientation, personal data that may pose a risk of harm to the individual if improperly disclosed. We may engage other data storage providers or store your information on servers in other locations in the future and will update this Privacy Policy if that is the case. We suggest that you visit our Website regularly to keep up to date with any changes.

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## **How long do we use your Personal Information for?**

We will only retain your Personal Information for as long as reasonably necessary for the purposes we collected it, including the purpose of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your Personal Information for a longer period if there is a complaint or if we reasonably believe there is a prospect of litigation in respect of our relationship with you. To determine the appropriate retention period for Personal Information we consider the amount and sensitivity of the Personal Information, the potential risk of harm from unauthorized use or disclosure of your Personal Information, the purposes for which we process your Personal Information and whether we can achieve those purposes through other means and the applicable legal, regulatory, tax, accounting or other requirements.

## **Your legal rights**

You have the right to access Personal Information which we have collected from you and ensure that it is correct and up to date, within the requirements of the Data Protection Act. If you wish to access your Personal Information, or believe that any of the Personal Information we hold about you is inaccurate, incomplete or out-of-date, please contact us at the email address shown at the bottom of this Privacy Policy. We will take reasonable steps to correct any inaccurate, incomplete or out-of-date Personal Information if you request us to do so, where required by law. We may withhold or refuse you access to your Personal Information if we are legally authorised to do so or where its disclosure to you is restricted by law, is the subject of legal action, or may compromise the privacy of another person.

You will not have to pay a fee to access your Personal Information (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

In addition to the above, you also have legal rights to:

- request that we delete your Personal Information;
- object to the processing of your Personal Information;
- request that we restrict the processing of your Personal Information;
- request that we transfer your Personal Information to you;
- withdraw your consent to our processing of your Personal Information;

For more information and/or to exercise any of these rights, please contact using the email address shown at the end of this Privacy Policy.

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## **How can you stop receiving marketing information?**

Where marketing information is forwarded to you via electronic messages, there will be a functional 'unsubscribe' mechanism contained in the message.

If you no longer wish to be contacted by us or receive such marketing information, you can advise us:

- by emailing us at [admin@priava.com](mailto:admin@priava.com); or
- by clicking the 'unsubscribe function' (where marketing information is sent electronically).

We will keep a record of your request to ensure you do not receive that information in the future. You cannot refuse to receive information which we are required to provide you by law.

## **Cookies**

"Cookies" are small data files sent by a website and stored on your computer's hard drive when you visit the website. A cookie can contain certain information that the website uses to track the pages you have visited. The only Personal Information a cookie can contain is information you personally supply. A cookie cannot read data off your hard disk or read cookie files created by other websites. Our Website uses cookies to assist with managing your account and to identify you on return visits. Most internet browsers automatically accept cookies, but you can usually change your browser to notify you when you receive a cookie or to reject cookies. However, while most of the content of our Website can be viewed without accepting cookies, full functionality for the Website requires the use of cookies.

## **Changes to this Privacy Policy**

We may amend this Privacy Policy from time to time by posting the amended version on our Website at [www.Priava.com](http://www.Priava.com). We suggest that you visit our Website regularly to keep up to date with any changes.

## **Contacting us**

If you would like more information about this Privacy Policy or if you have any queries or complaints, please contact us by email at [admin@priava.com](mailto:admin@priava.com). We will take reasonable steps try to resolve any complaints with you as quickly as practicable. Complaints may also be made directly to the office of the UK Information Commissioner's Office through its website located at [www.ico.org.uk/complaints](http://www.ico.org.uk/complaints).

## **Definitions**

Unless otherwise defined in this Privacy Policy, words beginning with capital letters are defined in the Priava User Agreement. For the purposes of this Privacy Policy:

**Personal Information** means any information or data which relates to a living individual who can be identified from, or whose identity is apparent

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or can reasonably be ascertained from, that information or data alone or in conjunction with other information already held by the recipient, controller or processor of such information or data and includes any expression of opinion about the individual and any indication of the intentions of the recipient or any other person in respect of that individual. It includes information specifically referred to in this Privacy Policy and the Priava User Agreement; and

**Priava User Agreement** means the Priava User Agreement available on the Website at [www.priava.com/terms](http://www.priava.com/terms) as updated from time to time which you must read and accept as a condition of registering an Account and otherwise accessing and using the Priava Service.