



October 2021

PRIVACY POLICY

INTRODUCTION

Your privacy is important to us. We at Digilytics™ (Website, Software, Services) are committed to complying with data protection legislation, including the data protection regime introduced by the General Data Protection Regulation.

If we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this policy.

Digilytics™ may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes.

Please read the privacy policy for information on what personal data we collect, what we do with that information, to support Digilytics™ and what rights you have.

This Privacy Policy does not apply to information collected on any third-party site or application (including advertising) that may link to or be accessible from our websites. We are not responsible for the privacy policies or data collection, use and disclosure practices of those sites. We request you to review the privacy policies of each site you visit.

We will ask you to consent to our use of cookies in accordance with the terms of this policy when you first visit our website. By using our website and agreeing to this policy you consent to our use of cookies in accordance with the terms of this policy.

By accessing or using any of our websites or services (including email communications), you agree to this Privacy policy.

DATA WE COLLECT FROM YOU

To provide high-quality services, we collect several types of information, including but not limited to:

- *Voluntary Information:* When you navigate our websites, sign up for newsletter, request for demo or contact us, we may request or you may choose to provide us with certain information. This may include information (“person identifiable information”), such as name, job-title, e-mail address or telephone number, and records and copies of your correspondence with us, that you have voluntarily submitted to us. For security purposes, we may also collect personal information from you if you visit our offices.
- *Email marketing.* You may periodically receive marketing content from us in the form of a newsletter containing details about market information, features of our products and/or about similar products or services that we offer. This may include the placing of beacons, or pixels, that let us know if you have opened our email and tracks your preferences in content, to personalize communication.
- *Operational information.* We may also receive other personal information from or about you in the ordinary course of our business, like, not limiting to, recruitment, HR etc.
- *Credentials.* We collect passwords used for account access where this function is necessary

Specific information includes:

- name and job title
- contact information including postal address, telephone number and email address
- demographic information such as postcode, preferences, and interests
- other information relevant to customer surveys and/or offers
- information about your computer and about your visits to and use of this website. This may include your IP address, geographical location, browser version and other identifiable information supplied by your browser that may be recorded.

WHAT WE DO WITH THE INFORMATION WE GATHER

- We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:
- Internal record keeping
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided, if you have consented to such communications.
- From time to time, we may also use your information to contact you for market research purposes, if you have consented to such communications. We may contact you by email, phone, fax or mail. We may use the information to customize the website according to your interests.
- Handling enquiries and complaints made by you
- Maintaining the security of our website

- Preventing fraud
- Before you disclose to us the personal information of another person, you must first obtain the consent of that individual to both the disclosure and processing of that information in accordance with this policy.

INFORMATION SUPPLIED FOR PUBLICATION

Information that you supply to us for the purposes of commenting or posting (publishing) on our website/marketing content will be stored and owned by Digilytics™. This will include:

- your name
- registration and opt-in information
- any images or profile pictures provided
- the content of your post

SECURITY

We are committed to ensuring that your information is secure. To prevent unauthorized access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

However, transmission of information over the internet is insecure, and we cannot guarantee the security of data sent over the internet.

HOW WE USE COOKIES

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added, and the cookie helps analyze web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyze data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

GDPR LAW

Below, you will find additional privacy information that you may find important.

- If the processing of personal data is based on your consent, you have a right to withdraw consent at any time for future processing.
- You have a right to request from us, a “data controller” as defined in the law, access to and rectification of your personal data, please reach out to privacy@digilytics.ai
- You have a right to request from us that your personal data are erased, subject to certain exceptions.
- You have a right to object to the processing of your personal data; and
- You have a right to lodge a complaint with a data protection authority

CONTROLLING YOUR PERSONAL INFORMATION

You may choose to restrict the collection or use of your personal information in the following ways:

- Whenever you are asked to fill in a form on the website, look for the box that you can click to indicate that you do not want the information to be used by anybody for direct marketing purposes
- If you have previously agreed to us using your personal information for direct marketing purposes, you may change your mind at any time by writing to or emailing us at news@digilytics.ai or directly unsubscribe from the email
- We will not sell, distribute, or lease your personal information to third parties unless we have your permission or are required by law to do so. We may use your personal information to send you promotional information about third parties which we think you may find interesting if you tell us that you wish this to happen.
- If you believe that any information we are holding on you is incorrect or incomplete, please email us as soon as possible, privacy@digilytics.ai. We will promptly correct any information found to be incorrect.

INTERNATIONAL DATA TRANSFERS

We may store, process in and/or transfer your information between any of the countries in which we operate in order to enable us to use your information in accordance with this policy

HOW LONG DO WE STORE YOUR DATA?

We will only retain personal data for as long as necessary to fulfil the purpose for which it was collected or to comply with legal, regulatory or internal policy requirements.

PERIODIC MODIFICATIONS

We may amend this Privacy Policy from time to time to reflect the current law. We encourage you to revisit this page periodically to read the current version of this Statement in effect. If you have any concerns or questions please contact [**privacy@digilytics.ai**](mailto:privacy@digilytics.ai)

CHILDREN UNDER THE AGE OF 13

Digilytics™ Website, Software and Services are not directed at children under the age of 13. We do not knowingly collect information from children under 13. You can reach out to [**privacy@digilytics.ai**](mailto:privacy@digilytics.ai) to mitigate any concerns.

CONTACT INFORMATION

If you have any questions or comments about this Privacy and Security Statement, please contact us by emailing us at [**privacy@digilytics.ai**](mailto:privacy@digilytics.ai) or by writing to us at:

Digilytics™ Arimon
85 Gresham Street
London – EC2V 7NQ