

Privacy Policy

Last updated 21/04/2020



ABOUT

Welcome to Purify Technology Ltd ("**company**", "**we**", "**us**", or "**our**"). In accordance with the General Data Protection Regulations 2018 (GDPR) we are recognised as a "**data controller**". This means we are responsible for how we collect, store and use data about you. We take your privacy very seriously. If you have any questions or concerns about our policy, or our practices with regards to your personal data, please contact us at the details provided below.

In this privacy policy we seek to explain to you in the clearest way possible what data we collect, how we use it and what rights you have in relation to it. Please take some time to read through it carefully as it contains important data. If there are any terms in this privacy policy that you do not agree with, please discontinue the use of our site and our services.

This privacy policy applies to all data collected through our website <http://www.purify-tech.co.uk> ("**Site**"), our chat bots ("**Apps**"), and/or any related services, sales, marketing or events (we refer to them collectively in this privacy policy as "**Services**").

WHAT DATA DO WE COLLECT AND HOW DO WE COLLECT IT?

Personal data you disclose to us

The personal data that we collect depends on the context of your interactions with us and the Services, the choices you make and the products and features you use. The personal data we collect can include the following:

- First name
- Last name
- Email address
- Postal address
- Phone number

You directly provide us with this type of data, for example when you contact us online or telephone to place an order for any of our products or services. Occasionally this may also include voluntarily completing a survey or feedback form.

Data automatically collected

This data does not reveal your specific identity, but may include the following:

- IP address
- Browser
- Operating system
- Device
- Language preferences
- Country
- Search queries
- Search results and confidence scores

We automatically collect certain data when you visit, use or navigate the Services. This is typically collected through the use of cookies via your browser. Additionally, when you interact with services involving search or bot interaction, inputs and outputs are automatically captured by the service.

HOW WILL WE USE YOUR DATA?

We use personal data collected via our Services for a variety of business purposes described below. We process your personal data for these purposes in reliance on our legitimate business interests ("Business Purposes"), in order to enter into or perform a contract with you ("Contractual"), with your consent ("Consent"), and/or for compliance with our legal obligations ("Legal Reasons"). We indicate the specific processing grounds we rely on next to each purpose listed below.

We use the data we collect or receive:

- **To send you marketing and promotional communications** [for Business Purposes and/or with your Consent]. We and/or our third party marketing partners may use the personal data you send to us for our marketing purposes, if this is in accordance with your marketing preferences. You can opt-out of our marketing emails at any time (see the "Your Privacy Rights" below).

- **To send administrative data to you** [for Business Purposes, Legal Reasons and/or possibly Contractual]. We may use your personal data to send you product, service and new feature data and/or data about changes to our terms, conditions, and policies.
- **Fulfill and manage your orders** [for Contractual reasons]. We may use your data to fulfill and manage your orders, payments, returns, and exchanges made through the Sites.
- **To post testimonials** [with your Consent]. We post testimonials on our Sites that may contain personal data. Prior to posting a testimonial, we will obtain your consent to use your name and testimonial. If you wish to update, or delete your testimonial, please contact us at info@purify-tech.co.uk and be sure to include your name, testimonial location, and contact data.
- **Request Feedback** [for our Business Purposes and/or with your Consent]. We may use your data to request feedback and to contact you about your use of our Sites.
- **To protect our Sites** [for Business Purposes and/or Legal Reasons]. We may use your data as part of our efforts to keep our Sites safe and secure (for example, for fraud monitoring and prevention).
- **To enforce our terms, conditions and policies** [for Business Purposes, Legal Reasons and/or possibly Contractual].
- **To respond to legal requests and prevent harm** [for Legal Reasons]. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.
- **For other Business Purposes.** We may use your data for other Business Purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns and to evaluate and improve our sites, products, services, marketing and your experience.

WILL YOUR DATA BE SHARED WITH ANYONE?

We only share and disclose your data in the following situations:

- **Compliance with Laws.** *We may disclose your data where we are legally required to do so in order to comply with applicable law, governmental requests, a judicial proceeding, court order, or legal process, such as in response to a court order or a subpoena (including in response to public authorities to meet national security or law enforcement requirements).*
- **Vital Interests and Legal Rights.** We may disclose your data where we believe it is necessary to investigate, prevent, or take action regarding potential violations of our policies, suspected fraud, situations involving potential threats to the safety of any person and illegal activities, or as evidence in litigation in which we are involved.
- **Vendors, Consultants and Other Third-Party Service Providers.** We may share your data with third party vendors, service providers, contractors or agents who perform services for us or on our behalf and require access to such data to do that work. Examples include: payment processing, data analysis, email delivery, hosting services, customer service and marketing efforts. Unless described in this Policy, we do not share, sell, rent or trade any of your data with third parties for their promotional purposes.
- **Business Transfers.** We may share or transfer your data in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **Affiliates.** *We may share your data with our affiliates, in which case we will require those affiliates to honor this privacy policy. Affiliates include our parent company and any subsidiaries, joint venture partners or other companies that we control or that are under common control with us.*
- **Business Partners.** *We may share your data with our business partners to offer you certain products, services or promotions.*

- **With your Consent.** We may disclose your personal data for any other purpose with your consent.

HOW DO WE STORE YOUR DATA?

Data is stored in the cloud using Microsoft UK hosted data centres. We have implemented appropriate technical and organisational security measures designed to protect the security of any personal data we process. However, please also remember that we cannot guarantee that the internet itself is 100% secure. Although we will do our best to protect your personal data, transmission of personal data to and from our Services is at your own risk. You should only access the services within a secure environment.

HOW LONG DO WE KEEP YOUR DATA?

We will only keep your personal data for as long as it is necessary for the purposes set out in this privacy policy, unless a longer retention period is required or permitted by law (such as tax, accounting or other legal requirements).

When we have no ongoing legitimate business need to process your personal data, we will either delete or anonymise it, or, if this is not possible (for example, because your personal data has been stored in backup archives), then we will securely store your personal data and isolate it from any further processing until deletion is possible.

MARKETING

We would like to send you information about products, services, offers, and our business which may be of interest to you. Such information could be sent by post, email, telephone or text message.

If you have agreed to receive marketing, you may opt out and have the right at any time to stop us from contacting you for marketing purposes. If you no longer wish to be contact for marketing purposes, please use the contact details provided below.

WHAT ARE YOUR DATA PROTECTION RIGHTS?

We would like to make sure that you are fully aware of all of your data protection rights. Every user is entitled to the following:

- **The right to access.** You have the right to request from us, copies of your personal data. We may charge a small processing fee for this service.
- **The right to rectification.** You have the right to request that we correct any information you believe is inaccurate. You also have the right to request that we complete any information that you believe is incomplete.
- **The right to erasure.** You have the right to request that we erase your personal data, under certain conditions.
- **The right to restrict processing.** You have the right to request that we restrict the processing of your personal data, under certain conditions.
- **The right to object of processing.** You have the right to object to our processing of your personal data, under certain conditions.
- **The right to data portability.** You have the right to request that we transfer the data we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of those rights, please contact us at the details below.

WHAT ARE COOKIES?

Cookies are small text files placed on your computer to collect standard internet log information and visitor behavior information. When you visit our services, we may collect information from you automatically through cookies or similar technology.

For further information on cookies, please visit <http://allaboutcookies.org>

WHAT TYPE OF COOKIES DO WE USE AND HOW DO WE USE THEM?

There are a number of different types of cookies, however, our website uses:

- **Functional.** We use these cookies so that we can understand how you use our website and remember certain previously selected preferences. These could include what language you prefer and the location you are in. This allows us to build up a picture of our audience demographic to tailor experiences and services.

HOW TO MANAGE COOKIES

You can set your browser to not accept cookies, and the above website tells you how to remove cookies from your browser. However, depending on their purpose, some of our services and features may not function properly as a result.

PRIVACY POLICY OF OTHER WEBSITES

Our website and online services may contain links to other websites. Our privacy policy only applies to our website, so if you click on a link to another website you should read their privacy policy before continuing any further.

CHANGES TO OUR PRIVACY POLICY

We may update this privacy policy from time to time. The updated version will be indicated by an updated "Revised" date and the updated version will be effective as soon as it is accessible. If we make material changes to this privacy policy, we may notify you either by prominently posting a notice of such changes or by directly sending you a notification. We encourage you to review this privacy policy frequently to be informed of how we are protecting your data.

HOW TO CONTACT US

If you have questions or comments about this policy, the data we hold on you, or you would like to exercise one of your data protection rights, you may contact our Data Protection Officer (DPO), Helen Walker, by email at info@purify-tech.co.uk, or by post to:

Helen Walker
Purify Technology Ltd
71-75 Shelton Street
Covent Garden
London WC2H 9JQ
United Kingdom

Tel: 0203 795 5711

HOW TO CONTACT THE APPROPRIATE AUTHORITY

Should you wish to report a complaint or if you feel that we have not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office:

<https://ico.org.uk/make-a-complaint/>

Tel: 0303 123 1113