



## SoundSight PR & Marketing Ltd

# Privacy Policy

This Privacy Policy sets out how we, SoundSight PR & Marketing Ltd, collect, store and use information about you when you use or interact with our website, [www.thesoundsight.com](http://www.thesoundsight.com) (our website) and where we otherwise obtain or collect information about you. This Privacy Policy is effective from 20th September 2022.

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# Summary

This section summarises how we obtain, store and use information about you. It is intended to provide a very general overview only.

- **Data controller:** SoundSight PR & Marketing Ltd
- **How we collect or obtain information about you:**
  - when you provide it to us (e.g., by contacting us to enquire, to join, to subscribe, to be kept up to date, to provide feedback, contribute to providing support and funding or other),
  - from your use of our website, using cookies and similar technologies, and from third parties where applicable.
- **Information we collect:**
  - Name
  - Company name or business name
  - Email Address
  - Industry Sector
  - Telephone Number (mobile and/or landline)
  - IP address
  - Information from cookies
  - Information about your computer or device e.g. device and browser type
  - Demographic information
  - Information about how you use our website (e.g. which pages you have viewed
  - The time when you view them and what you clicked on
  - The geographical location from which you accessed our website (based on your IP address)
  - Future communication preferences
- **How we use your information:**
  - For administrative and for organisational purposes
  - To respond to requests and answer your questions
  - To improve our organisation and website
  - To fulfil our obligations and provide our services to our users
  - To support the industry
  - To analyse your use of our website
  - In connection with our legal rights and obligations
  - Send you emails and/or postal messages with information about SoundSight PR & Marketing Ltd that we think may be of interest to you
  - Personalise your experience on our websites by presenting information tailored to you
  - Allow you to participate in social sharing on our website (where applicable)
  - Analyse the use of, and develop our industry support services and marketing
  - Enforce our terms and conditions and otherwise manage our organisation
- **Disclosure of your information to third parties:**
  - Only to the extent necessary to run our organisation (for example third-party agencies and partnership companies)
  - To our service providers
  - To fulfil any contracts, we enter into with you
  - Where required by law or to enforce our legal rights

- **Do we sell your information to third parties (other than in the course of a business sale or purchase or similar event):**
  - No, we do not sell your personal information to marketers outside of SoundSight PR & Marketing Ltd. We share your personal information within SoundSight PR & Marketing Ltd as described within this statement.
  
- **How long we retain your information:** for no longer than necessary, taking into account any legal obligations we have (e.g., to maintain records for VAT purposes), any other legal basis we have for using your information (e.g., your consent, the performance of a contract with you or our legitimate interests as a business). For specific retention periods in relation to certain information, which we collect from you, please see the main section below entitled How long we retain your information.
  
- **How we secure your information:** using appropriate technical and organisational measures such as storing your information on secure servers, encrypting transfers of data to or from our servers using Secure Sockets Layer (SSL) technology, only granting access to your information where necessary, encryption of personal data, encrypted email.
  - **Use of cookies and similar technologies:** we use cookies and similar information-gathering technologies on our website including essential, functional, analytical, and targeting cookies. For more information, please visit our cookies policy here: <https://www.thesoundsight.com/cookie-policy/>.
  
- **Transfers of your information outside the United Kingdom:** we will only transfer your information outside the UK or European Economic Area if we are required to do so by law OR in certain circumstances (where a user with an enquiry has an office or presence outside the UK or EEA). No other personal information is shared. Where we do so, we will ensure appropriate safeguards are in place with email, and our email marketing suite (third parties) who transfer your information have self-certified themselves as compliant with the EU-U.S. Privacy Shield.
  
- **Use of web analytics tools:** we use Google Analytics and Google Search Console which collect anonymous user information for behaviour, trend, and performance analysis and we may use Google AdSense network from time to time.
  
- **Your rights in relation to your information**
  - to access your information and to receive information about its use
  - to have your information corrected and/or completed
  - to have your information deleted
  - to restrict the use of your information
  - to receive your information in a portable format
  - to object to the use of your information
  - to withdraw your consent to the use of your information
  - to complain to a supervisory authority
  
- **Sensitive personal information:** we do not knowingly or intentionally collect what is commonly referred to as 'sensitive personal information'. Please do not submit sensitive personal information about you to us. For more information, please see the main section below entitled Sensitive Personal Information.

## Our details

The data controller in respect of our website is SoundSight PR & Marketing Ltd (company registration number: 13032958). You can contact the data controller by writing to the Data Controller at SoundSight PR & Marketing Ltd, 35 Park Road, Hendon, London, United Kingdom, NW4 3PL, or by sending an email to [contact@thesoundsight.com](mailto:contact@thesoundsight.com).

If you have any questions about this Privacy Policy, please contact the data controller.

## Information we collect when you visit our website

We collect and use information from website visitors in accordance with this section and the section entitled [Disclosure and additional uses of your information](#).

We use a third-party company to host our website called The Communications Group, the privacy policy of which is available here [www.thecommunicationsgroup.com/privacy-policy/](http://www.thecommunicationsgroup.com/privacy-policy/). Our website server automatically logs the IP address you use to access our website as well as other information about your visits such as the pages accessed, information requested, the date and time of the request, the source of your access to our website (e.g., the website or URL (link) which referred you to our website), and your browser version and operating system. The server is located in the United Kingdom.

### Web server log information

We do not access log data from our website server, our third-party hosting provider collect(s) and store(s) server logs to ensure network and IT security and so that the server and website remain uncompromised. This includes analysing log files to help identify and prevent unauthorised access to our network, the distribution of malicious code, denial of services attacks and other cyber-attacks, by detecting unusual or suspicious activity.

Unless we are investigating suspicious or potential criminal activity, we do not make, nor do we allow our hosting provider to make, any attempt to identify you from the information collected via server logs.

**Legal basis for processing:** compliance with a legal obligation to which we are subject (Article 6(1)(c) of the General Data Protection Regulation).

**Legal obligation:** we have a legal obligation to implement appropriate technical and organisational measures to ensure a level of security appropriate to the risk of our processing of information about individuals. Recording access to our website using server log files is such a measure.

**Legal basis for processing:** our and The Communications Group's legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interests:** we and The Communications Group have a legitimate interest in using your information for the purposes of ensuring network and information security.

### Use of website server log information for IT security purposes

We use the information collected by our website server logs to analyse how our website users interact with our website and its features. For example, we analyse the number of visits and unique

visitors we receive, the time and date of the visit, the location of the visit and the operating system and browser used and what pages of the website you visited and for how long.

We use the information gathered from the analysis of this information to improve our website. For example, we use the information gathered to change the information, content and structure of our website and individual pages based according to what users are engaging most with and the duration of time spent on particular pages on our website.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** improving our website for our website users and getting to know our website users' preferences so our website can better meet their needs and desires.

### **Cookies and similar technologies**

Cookies are data files which are sent from a website to a browser to record information about users for various purposes.

We use cookies on our website, including essential, functional, analytical and targeting cookies. For further information on how we use cookies, please see our cookies policy which is available at <https://www.thesoundsight.com/cookie-policy/>.

You can reject some or all of the cookies we use on or via our website by changing your browser settings, but doing so can impair your ability to use our website or some or all of its features. For further information about cookies, including how to change your browser settings, please visit [www.allaboutcookies.org](http://www.allaboutcookies.org) or see our cookies policy.

## **Information we collect when you contact us**

We collect and use information from individuals who contact us in accordance with this section and the section entitled Disclosure and additional uses of your information.

### **Email**

When you send an email to the email address displayed on our website or via the contact form, we collect your email address and any other information you provide in that email (such as your name, telephone number and the information contained in any signature block in your email).

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest(s):** responding to enquiries and messages we receive and keeping records of correspondence.

**Legal basis for processing:** necessary to perform and take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a request:** where your message relates to us providing you with information or taking steps at your request prior to providing you with information (for example by contacting us to enquire, to join, to subscribe, to be kept up to date, to provide feedback, contribute to providing support and funding or other) we will process your information in order to do so.

## Transfer and storage of your information

We use a third-party email provider to store emails you send us. Our third-party email provider is The Communications Group. Their privacy policy is <https://www.thecomunicationsgroup.com/privacy-policy/>. For further information please see the section of this privacy policy entitled Transfers of your information outside the United Kingdom.

## **Contact form**

When you contact us using our contact form, we collect:

- Name
- Company name or business name (where applicable)
- Performing artist name (where applicable)
- Email Address
- Industry Sector (where applicable)
- Telephone Number (mobile and/or landline)
- Future communication preferences

If you do not provide the mandatory information required by our contact form, you will not be able to submit the contact form and we will not receive your enquiry.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest(s):** responding to enquiries and messages we receive and keeping records of correspondence.

**Legal basis for processing:** necessary to perform a contract or to take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a request:** where your message relates to us providing you with information or taking steps at your request prior to providing you with information (for example by contacting us to enquire, to join, to subscribe, to be kept up to date, to provide feedback, contribute to providing support and funding or other) we will process your information in order to do so.

## **Phone**

When you contact us by phone, we collect your phone number and any information provided to us during your conversation with us.

We do not record phone calls.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation)

**Legitimate interest(s):** responding to enquiries and messages we receive and keeping records of correspondence.

**Legal basis for processing:** necessary to perform a request or to take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a request:** where your message relates to us providing you with information or taking steps at your request prior to providing you with information (for example by

contacting us to enquire, to join, to subscribe, to be kept up to date, to provide feedback, contribute to providing support and funding or other) we will process your information in order to do so.

#### Transfer and storage of your information

Information about your calls, such as your phone number and the date and time of your call, is processed by our third-party telephone service providers EE LIMITED and Skype (Microsoft Corporation). Their privacy policies are available here:

<https://ee.co.uk/eeprivacycentre/ee-privacy-policy#article-title-2>,  
<https://privacy.microsoft.com/en-gb/privacystatement>.

Information about your phone call will be stored by our third-party telephone service provider. For further information about the safeguards used when your information is transferred outside the United Kingdom or European Economic Area, see the section of this privacy policy below entitled Transfers of your information outside the United Kingdom.

#### **Post**

If you contact us by post, we will collect any information you provide to us in any postal communications you send us.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation)

**Legitimate interest(s):** responding to enquiries and messages we receive and keeping records of correspondence.

**Legal basis for processing:** necessary to perform a request or to take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a request:** where your message relates to us providing you with information or taking steps at your request prior to providing you with information (for example by contacting us to enquire, to join, to subscribe, to be kept up to date, to provide feedback, contribute to providing support and funding or other) we will process your information in order to do so.

## **Information we collect when you interact with our website**

We collect and use information from individuals who interact with particular features of our website in accordance with this section and the section entitled Disclosure and additional uses of your information.

#### **E-Newsletter**

When you sign up for our electronic newsletter on our website or opt to receive news and information from us by entering your name and email address and clicking subscribe or ticking an opt-in consent form, indicating that you would like to receive our e-newsletter, we collect your name and email address.

**Legal basis for processing:** your consent (Article 6(1)(a) of the General Data Protection Regulation).

**Consent:** you give your consent to us sending you our e-newsletter by signing up to receive it using the steps described above.

## Transfer and storage of your information

We may use a third-party service to send out our e-newsletter and administer our mailing list; with Mailchimp. Their privacy policy is available here: <https://mailchimp.com/leal/privacy/>.

Information you submit to subscribe to our e-newsletter will be stored outside the European Economic Area on our mailing list provider's servers located in the United States. For further information about the safeguards used when your information is transferred outside the European Economic Area, see the section of this privacy policy below entitled Transfers of your information outside the United Kingdom.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation)

**Legitimate interest(s):** responding to enquiries and messages we receive and keeping records of correspondence.

**Legal basis for processing:** necessary to perform a request or to take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a request:** where your message relates to us providing you with information or taking steps at your request prior to providing you with information (for example by contacting us to enquire, to join, to subscribe, to be kept up to date, to provide feedback, contribute to providing support and funding or other) we will process your information in order to do so.

**Communications:** When submitting your details, you will have the option of receiving marketing communications from us.

We will send you communications in relation to the information only if you opt-in to receive them.

**Legal basis for processing:** consent (Article 6(1)(a) of the General Data Protection Regulation).

**Consent:** you give your consent to us sending you information by signing up to receive such information in accordance with the steps described above.

## **Q-83 Technology Pty Ltd**

Kitly and Kitly Business use API services for collecting data. These are tools to help simplify and professionalise the way we manage and execute talent relationships, as well as the social media data analytics (Instagram, Facebook, TikTok and YouTube) of our artist users.

All products operated by Q-83 will adhere to this privacy policy: <https://kitlybusiness.co/privacy>

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation)

**Legitimate interest(s):** when you subscribe to our Collection Channels or where otherwise requested. Q-83 will process your data to perform its obligations under its agreement(s) for our legitimate interests as set out in this privacy policy <https://kitlybusiness.co/privacy>.

**Legal basis for processing:** necessary to perform a request or to take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation), such as maintaining a record of rights assigned or licensed to us. To the extent that your data must be provided to us, it is a contractual and not a statutory requirement. You are not obliged to provide us with your personal data. However, if you fail to provide us with such personal data, you withdraw your consent or



request restriction over or otherwise object to our processing of your personal data, we may not be able to provide you access to, or all functionality.

**Reason why necessary to perform a request:** will process the following categories of personal data that we collect from you, such as personal information and sensitive information (special category data) in accordance with paragraph 9 above of their privacy policy <https://kitlybusiness.co/privacy> to carry out the service.

## Information collected or obtained from third parties

This section sets out how we obtain or collect information about you from third parties.

### Information received from third parties

We receive information about you from third parties. The third parties from whom we receive information about you will generally include, where the information has been provided, (recipient name, address (if applicable), email address, telephone number).

It is also possible that third parties with whom we have had no prior contact may provide us with information about you.

Information we obtain from third parties will generally be your name, postal address, email address and contact details, but may include any additional information about you that they provide to us.

**Legal basis for processing:** necessary to perform a request or to take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a contract:** where a third party has passed on information about you to us (such as your name and email address) for us to provide information to you, we will process your information to take steps at your request to perform a request with you (as appropriate).

**Consent:** where you have asked that a third party share information about you with us and the purpose of sharing that information is not related to the performance of a request by us to you, we will process your information on the basis of your consent, which you give by asking the third party in question to pass on your information to us.

**Legitimate interests:** where a third party has shared information about you with us and you have not consented to the sharing of that information, you can opt under your rights in relation to your information to:

- to access your information and to receive information about its use
- to have your information corrected and/or completed
- to have your information deleted
- to restrict the use of your information
- to receive your information in a portable format
- to object to the use of your information
- to withdraw your consent to the use of your information
- to complain to a supervisory authority

We would have a legitimate interest in processing your information to perform our obligations under a main or sub-contract with the third party. Our legitimate interest is the performance of our obligations under the agreement.

Similarly, third parties may pass on information about you to us if you have infringed or potentially infringed any of our legal rights. In this case, we will have a legitimate interest in processing that information to investigate and pursue any such potential infringement.

#### **Where we receive information about you in error**

If we receive information about you from a third party in error and/or we do not have a legal basis for processing that information, we will delete your information.

#### **Information obtained by us from third parties**

In certain circumstances (for example, to verify the information we hold about you or obtain missing information we require to provide you with necessary information) we will obtain information about you from certain publicly accessible sources, both EU and non-EU, such as Companies House, online customer databases, business directories, media publications, social media, and websites (including your website if you have one).

In certain circumstances will also obtain information about you from private sources, both EU and non-EU, such as (e.g., data brokers).

**Legal basis for processing:** necessary to perform a request under a contract or to take steps at your request to enter into a contract (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a contract:** where you have entered into a contract or requested that we enter into a contract with you, in certain circumstances, we will obtain information about you from public sources in order to enable us to understand your business and provide services to you or services to a sufficient standard. For example, we would obtain and/or verify your email address from your website or from a directory where you ask us to send you information by email but we do not possess the information or we need to confirm that we have recorded your email address correctly.

**Legitimate interests:** in certain circumstances, we will have a legitimate interest in obtaining information about you from public and private sources. For example, if you have infringed or we suspect that you have infringed any of our legal rights, we will have a legitimate interest in obtaining and processing information about you from such sources in order to investigate and pursue any suspected or potential infringement.

**Consent:** we may obtain information from third parties, such as data brokers, where you have consented to them sharing information with us by ticking a box stating that you would like your information to be shared.

## **Our use of automated decision-making and profiling**

We use profiling on our website. We do not consider that this has any legal effect on you or similarly significantly affects you.

You have the right to object to our use of profiling described in this section. You can do that by opting out of cookies and similar technologies in accordance with the method described in the relevant section below. If you do not want us to process your actual IP address (usually the IP address

assigned to you by your Internet Service Provider) when you visit our website, you can use a Virtual Private Network (VPN) or a free service such as Tor.

You can find out more about our use of cookies and similar technologies (including the legal basis on which we use them) and how to opt-out from them in our cookies policy, which is available here: <https://www.thesoundsight.com/cookie-policy/>.

## **Profiling**

Is any form of automated processing of your information to evaluate personal aspects about you, in particular, to analyse or predict things like your performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements.

### Use of profiling for web analytics

Our web analytics service, Google Analytics, collects information such as your location (based on your IP address) and your behaviour (based on cookies) when you access our website (such as the pages you visit, what you click on, the time you spend on our website). We will only process information from cookies if you have consented to us setting cookies on your computer in accordance with our cookies policy <https://www.thesoundsight.com/cookie-policy/>. Information collected about you, once collected, is anonymised and stored on an aggregate basis.

**Logic involved:** by automatically analysing and categorising information such as the location (based on IP address) as well as the behaviour and devices of visitors to our website (using cookies), we are able to gain a better understanding of what our website visitors want (in terms of the content of our website and our products), how to improve our website and how to advertise and market our services to them.

**Significance and envisaged consequences:** cookies will be used to track and store information about your behaviour and device on our website (unless you have opted out from receiving such cookies by changing your browser settings and your location will be analysed based on your IP address. We may target advertisements based on the level of interest we receive from certain visitors and their behaviour on our website.

**Legal basis for processing:** your legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** by analysing and categorising information and behaviour of visitors to our website, we can improve our website and how we advertise and market our services to them.

### Use of profiling in marketing emails

We use tracked URLs in marketing emails to analyse who opens our emails and what actions they take (for example, what they click on). We will only process information from these if you have consented to their use in accordance with our cookies policy <https://www.thesoundsight.com/cookie-policy/>.

**Logic involved:** by analysing how our email recipients respond to our emails, we can improve the content and effectiveness of our emails and gauge interest.

**Significance and envisaged consequences:** your behaviour when you open our emails will be tracked, including open rates, click-through rates, and which links & services you clicked on.

**How to object:** if you would like to object, please contact us at [contact@thesoundsight.com](mailto:contact@thesoundsight.com) or unsubscribe from the email

**Legal basis for processing:** legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** analysing the level of engagement and effectiveness of our marketing emails and content.

## Disclosure and additional uses of your information

This section sets out the circumstances in which we may disclose information about you to third parties and any additional purposes for which we use your information.

### Disclosure of your information to service providers

We use a number of third parties to provide us with services that are necessary to run our organisation or to assist us with running our organisation and who process your information for us on our behalf. These include the following:

- Email provider(s), including Gmail and Mailchimp. Their privacy policies are available here: <https://policies.google.com/privacy?hl=en-US>, <https://mailchimp.com/leal/privacy/>
- Web developer(s), including The Communications Group. Their privacy policy is available here: <https://www.thecommunicationsgroup.com/privacy-policy/>
- Hosting provider(s), including The Communications Group. Their privacy policy is available here: <https://www.thecommunicationsgroup.com/privacy-policy/>
- Payment processing providers Stripe and Paypal. Their privacy policies are available here: <https://stripe.com/gb/privacy>, <https://www.paypal.com/uk/webapps/mpp/ua/privacy-full>
- Financial and accountancy providers Tax Assist, including: Accounts Navigator Associates Ltd and The Co-operative Bank. Their privacy policies are available here: <https://accountsnavigator.com/privacy-policy/>, [https://www.co-operativebankjobs.co.uk/legal\\_documents/privacy\\_policy?source=google.com](https://www.co-operativebankjobs.co.uk/legal_documents/privacy_policy?source=google.com)
- Partnerships, including Soundoshi. Their privacy policies are available here **[this is to be provided in due course]**
- Domain host(s), including 123 Reg. Their privacy policies are available here: <https://www.123-reg.co.uk/terms/park-pages-privacy-policy/>
- Nevermind Solutions LLC and Ayrshare API. Their privacy policy is available here: <https://www.ayrshare.com/privacy/>
- HMRC and Tax Office, their privacy policies are available here: <https://www.gov.uk/help/privacy-policy>

Your information will be shared with these service providers where necessary to provide you with the information you have requested, whether that is accessing our website or allowing us to fulfil our legal obligations.

In most cases, we do not display the identities of all of our service providers publicly by name for security and competitive reasons. If you would like further information about the identities of our service providers, however, please contact us directly via email at [contact@thesoundsight.com](mailto:contact@thesoundsight.com) and we will provide you with such information where you have a legitimate reason for requesting it (where we have shared your information with such service providers, for example).

**Legal basis for processing:** legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest relied on:** where we share your information with these third parties in a context other than where is necessary to perform our duties (or take steps at your request to do so), we will share your information with such third parties in order to allow us to run and manage our organisation efficiently.

**Legal basis for processing:** necessary to perform our duties or to take steps at your request (Article 6(1)(b) of the General Data Protection Regulation).

**Reason why necessary to perform a contract:** we may need to share information with our service providers to enable us to perform our obligations or to take the steps you have requested to provide you with information.

### **Disclosure of your information to other third parties**

We disclose your information to other third parties in specific circumstances, as set out below.

#### Providing information to third parties such as Google Inc.

Google collects information through our use of Google Analytics on our website. Google uses this information, including IP addresses and information from cookies, for a number of purposes, such as improving its Google Analytics service. Information is shared with Google on an aggregated and anonymised basis. To find out more about what information Google collects, how it uses this information and how to control the information sent to Google, please see the following page:

<https://www.google.com/policies/privacy/partners/>

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest(s):** meeting our obligations to Google under our Google Analytics Terms of Service <https://www.google.com/analytics/terms/us.html>

You can opt out of Google Analytics by installing the browser plugin here:

<https://tools.google.com/dlpage/gaoptout>

#### Transfer and storage of your information

Information collected by Google Analytics is stored outside the European Economic Area on Google's servers in the United States of America. For further information about the safeguards used when your information is transferred outside the European Economic Area, see the section of this privacy policy below entitled Transfers of your information outside the United Kingdom.

Sharing your information with third parties, which are either related to or associated with the running of our organisation, where it is necessary for us to do so. These third parties may include our accountants, advisors, affiliates, partners, supporters, independent contractors, suppliers and insurers.

Further information on each of these third parties is set out below.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** running and managing our organisation efficiently.

#### Accountants

We share information with our accountants for tax purposes. For example, we share invoices we issue and receive with our accountants for the purpose of completing tax returns and our end-of-year accounts.

Our accountants are Accounts Navigator Associates Ltd. Their privacy policy is available here: <https://accountsnavigator.com/privacy-policy/>

### Advisors

Occasionally, we may obtain advice from advisors, such as accountants, financial advisors, lawyers and public relations professionals. We will share your information with these third parties only where it is necessary to enable these third parties to be able to provide us with the relevant advice.

### Insurers

We will share your information with our insurers where it is necessary to do so, for example in relation to a claim or potential claim we receive or make or under our general disclosure obligations under our insurance contract with them.

Our insurers are Hiscox Limited. Their privacy policy is available here: <https://www.hiscox.co.uk/cookies-privacy>

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** running and managing our organisation effectively.

**Reason why necessary to perform a contract:** we may need to share information with our service providers to enable us to perform our obligations or to take the steps you have requested to provide you with information, for example, because of the services or information you have requested.

In most cases, we do not display the identities of all of our service providers publicly by name for security and competitive reasons. If you would like further information about the identities of our service providers, however, please contact us directly via email at [contact@thesoundsight.com](mailto:contact@thesoundsight.com) and we will provide you with such information where you have a legitimate reason for requesting it (where we have shared your information with such service providers, for example).

Sharing your information with a prospective or actual purchaser or seller in the context of an organisational or asset sale or acquisition by us, a merger or a similar business combination event, whether actual or potential.

**Legal basis for processing:** legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest(s):** sharing your information with a prospective purchaser, seller, or similar person in order to allow such a transaction to take place.

### **Disclosure and use of your information for legal reasons:**

Indicating possible criminal acts or threats to public security to a competent authority

If we suspect that criminal or potential criminal conduct has occurred, we will in certain circumstances need to contact an appropriate authority, such as the police. This could be the case, for instance, if we suspect that a fraud or a cybercrime has been committed or if we receive threats or malicious communications towards us or third parties.

We will generally only need to process your information for this purpose if you were involved or affected by such an incident in some way.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interests:** preventing crime or suspected criminal activity (such as fraud).

#### In connection with the enforcement or potential enforcement of our legal rights

We will use your information in connection with the enforcement or potential enforcement of our legal rights, including, for example, sharing information with debt collection agencies if you do not pay amounts owed to us when you are contractually obliged to do so. Our legal rights may be contractual (where we have entered into a contract with you) or non-contractual (such as legal rights that we have under copyright law or tort law).

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** enforcing our legal rights and taking steps to enforce our legal rights.

#### In connection with a legal or potential legal dispute or proceedings

We may need to use your information if we are involved in a dispute with you or a third party for example, either to resolve the dispute or as part of any mediation, arbitration, or court resolution or similar process.

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest(s):** resolving disputes and potential disputes.

#### For ongoing compliance with laws, regulations, and other legal requirements

We will use and process your information in order to comply with the legal obligations to which we are subject. For example, we may need to disclose your information pursuant to a court order or subpoena if we receive one or to the National Crime Agency in connection with suspected or potential money laundering matters.

**Legal basis for processing:** compliance with a legal obligation (Article 6(1)(c) of the General Data Protection Regulation).

**Legal obligation(s):** legal obligations to disclose information which are part of the laws of England and Wales or if they have been integrated into the United Kingdom's legal framework (for example in the form of an international agreement that the United Kingdom has signed).

**Legal basis for processing:** our legitimate interests (Article 6(1)(f) of the General Data Protection Regulation).

**Legitimate interest:** where the legal obligations are part of the laws of another country and have not been integrated into the United Kingdom's legal framework, we have a legitimate interest in complying with these obligations.

## How long do we retain your information

This section sets out how long we retain your information. We have set out specific retention periods where possible. Where that has not been possible, we have set out the criteria we use to determine the retention period.

### Retention periods

Server log information: we retain information on our server logs for we retain information on our server logs for 3 months

Funding information: when you express interest or funding support, we retain that information for six years following the end of the financial year in which you transferred your funding, in accordance with our legal obligation to keep records for tax purposes.

Correspondence and enquiries: when you make an enquiry or correspond with us for any reason, whether by email or via our contact form, or by phone, we will retain your information for as long as it takes to respond to and resolve your enquiry, and for 12 further month(s), after which point, we will delete your information.

E-Newsletter: we retain the information you used to sign up for our e-newsletter for as long as you remain subscribed (i.e., you do not unsubscribe) or if we decide to cancel our e-newsletter service, whichever comes earlier.

Nevermind Solutions LLC: and its related companies collect, use and share personal information of consumer users of this [www.ayrshare.com](http://www.ayrshare.com) website and the mobile apps in the Apple App Store and the Google Play Store (the “Apps”). We will store your personal data for as long as you engage with the collection channel and for a period of time afterward based on our document retention obligations imposed by law, to comply with audit and financial obligations, and in relation to personal information contained in material which you have licensed or assigned to us for the period of time required to enforce or establish our rights in that material.

### Criteria for determining retention periods

In any other circumstances, we will retain your information for no longer than necessary, taking into account the following:

- the purpose(s) and use of your information both now and in the future (such as whether it is necessary to continue to store that information in order to continue to perform our obligations with you or to contact you in the future);
- whether we have any legal obligation to continue to process your information (such as any record-keeping obligations imposed by relevant law or regulation);
- whether we have any legal basis to continue to process your information (such as your consent);
- how valuable your information is (both now and in the future);
- any relevant agreed industry practices on how long information should be retained;
- the levels of risk, cost and liability involved with us continuing to hold the information;
- how hard it is to ensure that the information can be kept up to date and accurate; and
- any relevant surrounding circumstances (such as the nature and status of our relationship with you).

## How we secure your information

We take appropriate technical and organisational measures to secure your information and to protect it against unauthorised or unlawful use and accidental loss or destruction, including:



- only sharing and providing access to your information to the minimum extent necessary, subject to confidentiality restrictions where appropriate, and on an anonymised basis wherever possible;
- using secure servers to store your information
- verifying the identity of any individual who requests access to information prior to granting them access to information;
- using Secure Sockets Layer (SSL) software to encrypt any information you submit to us via any forms on our website and any payment transactions you make on or via our website;
- only transferring your information via closed system or encrypted data transfers
- any hard copies of information are stored within a secure environment

### **Transmission of information to us by email**

Transmission of information over the internet is not entirely secure, and if you submit any information to us over the internet (whether by email, via our website or any other means), you do so entirely at your own risk.

We cannot be responsible for any costs, expenses, loss of profits, harm to reputation, damages, liabilities, or any other form of loss or damage suffered by you as a result of your decision to transmit information to us by such means.

## **Transfers of your information outside the United Kingdom**

All of your information is stored both in the United Kingdom and outside the European Economic Area (EEA) depending on service providers as outlined above.

To comply with any legal obligations to which we are subject (compliance with a court order, for example), at all times we will ensure appropriate safeguards and protections are in place.

### **Server log information**

Information collected when you visit our website is not transferred outside of the United Kingdom and stored on secure servers. We do not display the identities of our service providers publicly by name for security reasons. If you would like further information about the identities of our hosting providers, please contact us directly by email at [contact@thesoundsight.com](mailto:contact@thesoundsight.com) and we will provide you with such information where you have a legitimate reason for requesting it (where we have shared your information with such service providers, for example).

**Safeguard(s) used:** our third-party hosting provider has self-certified its compliance with the EU-U.S. Privacy Shield.

### **Contact form**

Information you submit to us via our contact form is not transferred outside the United Kingdom and is stored on our third-party hosting partner. Our marketing suite's provider's servers are outside the United Kingdom. We do not display the identities of our service providers publicly by name for security and competitive reasons. If you would like further information about the identities of our hosting providers, please contact us directly by email at [contact@thesoundsight.com](mailto:contact@thesoundsight.com) and we will provide you with such information where you have a legitimate reason for requesting it (where we have shared your information with such service providers, for example).

**Safeguard(s) used:** our third-party hosting provider and email marketing suite has self-certified its compliance with the EU-U.S. Privacy Shield.

## **Email**

Information you submit to us by email is stored on our third-party email provider's servers. Our third-party email provider is Gmail. You can access their privacy policy here <https://policies.google.com/privacy?hl=en-US>

**Safeguard(s) used:** our third-party hosting provider has self-certified its compliance with the EU-U.S. Privacy Shield.

## **E-Newsletter**

Information you submit to us when you sign up for our e-newsletter is stored on our third-party mailing list provider's servers. Our third-party mailing list provider is Mailchimp. You can access their privacy policy here <https://mailchimp.com/legal/privacy/>.

**Safeguard(s) used:** our third-party hosting provider has self-certified its compliance with the EU-U.S. Privacy Shield.

## **Google Analytics**

Information collected by Google Analytics (your IP address and actions you take in relation to our website) is transferred outside the United Kingdom and stored on Google's servers. You can access Google's privacy policy here: <https://www.google.com/policies/privacy/>

**Country of storage:** United States of America. This country is not subject to an adequate decision by the European Commission.

**Safeguard(s) used:** Google has self-certified its compliance with the EU-U.S. Privacy Shield which is available here: <https://www.privacyshield.gov/welcome>. The EU-U.S. Privacy Shield is an approved certification mechanism under Article 42 of the General Data Protection Regulation, which is permitted under Article 46(2)(f) of the General Data Protection Regulation. You can access the European Commission's decision on the adequacy of the EU-U.S. Privacy Shield here: [https://ec.europa.eu/info/law/law-topic/data-protection\\_en](https://ec.europa.eu/info/law/law-topic/data-protection_en)

# **Your rights in relation to your information**

Subject to certain limitations on certain rights, you have the following rights in relation to your information, which you can exercise by writing to SoundSight PR & Marketing Ltd (company registration number: 13032958) of 35 Park Road, Hendon, London, United Kingdom, NW4 3PL or sending an email to [contact@thesoundsight.com](mailto:contact@thesoundsight.com):

- to request access to your information and information related to our use and processing of your information;
- to request the correction or deletion of your information;
- to request that we restrict our use of your information;
- to receive information which you have provided to us in a structured, commonly used and machine-readable format (e.g., a CSV file) and the right to have that information transferred to another data controller (including a third-party data controller);
- to object to the processing of your information for certain purposes (for further information, see the section below entitled Your right to object to the processing of your information for certain purposes); and
- to withdraw your consent to our use of your information at any time where we rely on your consent to use or process that information. Please note that if you withdraw your consent,

this will not affect the lawfulness of our use and processing of your information on the basis of your consent before the point in time when you withdraw your consent.

- the right not to be subject to a decision based solely on automated processing, including profiling which produces legal effects concerning you or similarly significantly affects you

In accordance with Article 77 of the General Data Protection Regulation, you also have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or of an alleged infringement of the General Data Protection Regulation.

For the purposes of the UK, the supervisory authority is the Information Commissioner's Office (ICO), the contact details of which are available here: <https://ico.org.uk/global/contact-us/>

#### Further information on your rights in relation to your personal data as an individual

The above rights are provided in summary form only and certain limitations apply to many of these rights. For further information about your rights in relation to your information, including any limitations which apply, please visit the following pages on the ICO's website:

- <https://ico.org.uk/for-organisations/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/>; and <https://ico.org.uk/your-data-matters/>

You can also find out further information about your rights, as well as information on any limitations which apply to those rights, by reading the underlying legislation contained in Articles 12 to 22 and 34 of the General Data Protection Regulation, which is available here:

[http://ec.europa.eu/justice/data-protection/reform/files/regulation\\_oj\\_en.pdf](http://ec.europa.eu/justice/data-protection/reform/files/regulation_oj_en.pdf)

#### Verifying your identity where you request access to your information

When you request access to your information, we are required by law to use all reasonable measures to verify your identity before doing so.

These measures are designed to protect your information and reduce the risk of identity fraud, identity theft, or general unauthorised access to your information.

#### **How we verify your identity**

Where we possess appropriate information about you on file, we will attempt to verify your identity using that information.

If it is not possible to identify you from such information, or if we have insufficient information about you, we may require original or certified copies of certain documentation in order to be able to verify your identity before we are able to provide you with access to your information.

We will be able to confirm the precise information we require to verify your identity in your specific circumstances if and when you make such a request.

## **Your right to object to the processing of your information for certain purposes**

You have the following rights in relation to your information, which you may exercise in the same way as you may exercise by writing to SoundSight PR & Marketing Ltd (company registration number: 13032958) of 35 Park Road, Hendon, London, United Kingdom, NW4 3PL or sending an email to [contact@thesoundsight.com](mailto:contact@thesoundsight.com):

- to object to us using or processing your information where we use or process it in order to carry out a task in the public interest or for our legitimate interests, including 'profiling' (e.g.,

analysing or predicting your behaviour based on your information) based on any of these purposes; and

- to object to us using or processing your information for communication and marketing purposes (including any profiling we engage in that is related to such direct marketing).

You may also exercise your right to object to us using or processing your information for communication and marketing purposes by:

- clicking the unsubscribe link contained at the bottom of any email we send to you and following the instructions which appear in your browser following your clicking on that link;
- sending an email to [contact@thesoundsight.com](mailto:contact@thesoundsight.com), asking that we stop sending you communications or by including the words "OPT-OUT".

For more information on how to object to our use of information collected from cookies and similar technologies, please see the section entitled [How to accept or reject cookies](#) in our cookies policy, which is available here: <https://www.thesoundsight.com/cookie-policy/>.

## Sensitive Personal Information

'Sensitive personal information' is information about an individual that reveals their racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, genetic information, biometric information for the purpose of uniquely identifying an individual, information concerning health or information concerning a natural person's sex life or sexual orientation.

We do not knowingly or intentionally collect sensitive personal information from individuals, and you must not submit sensitive personal information to us.

If, however, you inadvertently or intentionally transmit sensitive personal information to us, you will be considered to have explicitly consented to us processing that sensitive personal information under Article 9(2)(a) of the General Data Protection Regulation. We will use and process your sensitive personal information for the purpose of deleting it.

## Changes to our Privacy Policy

We update and amend our Privacy Policy from time to time.

### Minor changes to our Privacy Policy

Where we make minor changes to our Privacy Policy, we will update our Privacy Policy with a new effective date stated at the beginning of it. Our processing of your information will be governed by the practices set out in that new version of the Privacy Policy from its effective date onwards.

### Major changes to our Privacy Policy or the purposes for which we process your information

Where we make major changes to our Privacy Policy or intend to use your information for a new purpose or a different purpose than the purposes for which we originally collected it, we will notify you by email (where possible) or by posting a notice on our website.

We will provide you with the information about the change in question and the purpose and any other relevant information before we use your information for that new purpose.

Wherever required, we will obtain your prior consent before using your information for a purpose that is different from the purposes for which we originally collected it.

## Children's Privacy

Because we care about the safety and privacy of children online, we comply with the Children's Online Privacy Protection Act of 1998 (COPPA). COPPA and its accompanying regulations protect the privacy of children using the internet. We do not knowingly contact or collect information from persons under the age of 18. The website is not intended to solicit information of any kind from persons under the age of 18.

It is possible that we could receive information pertaining to persons under the age of 18 by the fraud or deception of a third party. If we are notified of this, as soon as we verify the information, we will, where required by law to do so, immediately obtain the appropriate parental consent to use that information or, if we are unable to obtain such parental consent, we will delete the information from our servers. If you would like to notify us of our receipt of information about persons under the age of 18, please do so by sending an email to [contact@thesoundsight.com](mailto:contact@thesoundsight.com).

## California Do Not Track Disclosures

"Do Not Track" is a privacy preference that users can set in their web browsers. When a user turns on a Do Not Track signal in their browser, the browser sends a message to websites requesting that they do not track the user. For information about Do Not Track, please visit [www.allaboutdnt.org](http://www.allaboutdnt.org)

At this time, we do not respond to Do Not Track browser settings or signals. For information on how to opt-out from tracking technologies used on our website, see our cookies policy which is available here: <https://www.thesoundsight.com/cookie-policy/>.

## Copyright, credit and logo

This Privacy Policy is based on a General Data Protection Regulation (Regulation (EU) 2016/769) (GDPR) compliant template provided by GDPR Privacy Policy. For further information, please visit <https://gdprprivacypolicy.org>

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