

Privacy Policy

UR MY TYPE Ltd is committed to protecting and respecting your privacy.

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data). This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed, stored and disclosed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting www.urmytype.app, or using any services offered through or associated with our Assets, you are deemed to have accepted and consented to the practices described in this policy.

The Assets are owned and operated by UR MY TYPE Ltd (12605925) Of 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ (our Company Address).

UR MY TYPE LTD processes personal data as a Data Controller, as defined in the Directive and the General Data Protection Regulation (GDPR). UR MY TYPE LTD has a Data Protection Officer ("DPO") who is responsible for matters relating to privacy and data protection. This Data Protection Officer is Firas Abdallah and he can be reached at info@ur-mytype.com.

The Assets contain links to and from the websites of our partner networks and affiliates or to websites shared by other users. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any

responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

1. Data We Collect About You

We collect and process personal information so we can provide our Services to you. It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us. The data we collect and process about you is explained in the sections below.

1.1. Data You Give Us

1.1.1. You give us information about you. This includes information you provide when you register to use the Assets and our services, subscribe to our marketing database, participate in discussion boards or other social media functions on our Assets and report a problem with the Assets.

1.1.2. The information you give us includes names, email address or login details, date of birth, race, gender, sexual orientation, religion, spatial data (location data), behavioural data and photographs, and advertising IDs (which are randomly generated numbers that you can reset by going to your device's settings).

1.1.3 To serve advertisements on the Assets, we obtain age, gender, location, and profile information which you have optionally provided us with (CCPA Categories A, C, and G).

1.1.4. We rely upon the following legal bases to process your data:

1.1.4.1. Consent- this means that you have given clear consent to process this data; and

1.1.4.2. Legitimate interests- this means the processing is necessary for your legitimate interests or the legitimate interests of a third party.

1.2. Data We Automatically Collect

1.2.1. Each time you visit or use our Assets, we automatically collect the following information:

1.2.1.1. technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, location, network data, browser plug-in types and versions, languages, operating system and platform;

1.2.1.2. information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from the Assets (including date and time); pages you viewed or searched for; page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any phone number used to call our customer service number.

1.2.2. This data is necessary for us to fulfil our contractual obligations to you, and we rely on this as a lawful basis to use and process the data described above).

1.3. Data We Receive From Third Parties

1.3.1. We use third parties such as Google Analytics, Mailgun, MailerLite, Sentry to collect data such as email, IP addresses, geographical data, and sales details. For more information on how these companies handle your personal data, please refer to their privacy policies.

1.3.2. This data is necessary for us to fulfil our contractual obligations to you, and we rely on this as a lawful basis to use and process the data described above.

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2. How We Use Your Data

2.1. We use your data to carry out our Assets and Services in the following ways:

2.1.1. To administer and manage your account, to provide you with information you request from us and to carry out any other obligations arising from any contracts entered into between you and us.

2.1.2. To ensure that content from our Assets is presented in the most effective manner for you and for your device.

2.1.3. To allow you to participate in interactive features of our Service when you choose to do so.

2.1.4. To respond to communications from you and to provide you with information about our Services, including notifying you about changes to our Assets or Services.

2.2. We also use your data to make our Assets and Services better in the following ways:

2.2.1. To administer the Assets and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.

2.2.2. As part of our efforts to keep the Assets safe and secure, e.g. by conducting analysis required to detect malicious data and understand how this may affect your IT system.

2.3. To provide you with advertising that may be of interest to you.

2.4. If you are an existing customer, we will only contact you by email with information about services similar to those which were the subject of a previous enquiry by you. If you are a new customer, and where we permit selected third parties to use your data, we (or they) will contact you by electronic means only if you have expressly consented to this.

2.5. You can ask us or third parties to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time. If

you do not want us to use your data in this way, or to pass your details on to third parties for marketing purposes, please notify us in writing or by email at info@ur-mytype.com.

3. How We Secure Your Data

3.1. All of your personal information is protected and we have put in place appropriate physical, electronic and management procedures to safeguard and secure the data we collect. Your information is stored on secure cloud databases, internal servers, on third party software. Your information is accessible by employees who have authorised access rights to such information. All of your payment information is encrypted using SSL technology.

3.2. Unfortunately, the transmission of information via the internet is not completely secure. Although we do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our Assets; any transmission is at your own risk. Once we have received your information, we use strict procedures and security features described above to try to prevent unauthorised access.

4. How Long We Store Your Data

4.1. We keep your personal information only as long as we need it for legitimate business purposes and as permitted by applicable law.

4.2. We delete or anonymise your information upon deletion of your account or after two years of continuous inactivity, unless we need it for the following purposes:

4.2.1. to keep it to comply with applicable law;

4.2.2. to evidence our compliance with applicable law;

4.2.3. there is an outstanding issue, claim or dispute requiring us to keep the relevant information until it is resolved; or

4.2.4. the information must be kept for our legitimate business interests, such as fraud prevention and enhancing users' safety and security.

5. Disclosure to Third Parties

5.1. Parties with whom we share your information

5.1.1. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We use third parties such as Mandrill/Mailchimp, Moz, web and app developers, analytics providers and cloud storage providers. These third parties have access to data we share with their platforms.

5.1.2 We use third parties to help us operate and improve our services. These third parties assist us in various tasks, including data hosting and maintenance, analytics, customer care, marketing, advertising, payment processing, and security operations. We also share information with third parties who distribute and assist us with advertising our services. For example, we may share limited information on you in hashed, non-human readable form to advertising partners.

5.1.3. The only other circumstances under which we would share your personal data are:

5.1.3.1. If the third party is a member of our group (which means any subsidiaries or ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006).

5.1.3.2. In the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets.

5.1.3.3. If the Company or substantially all of its assets are acquired by a third party, in which case personal data will be one (1) of the transferred assets and the purchaser will be permitted to use the data for the purposes for which it was originally collected by us.

5.1.3.4. If we're under a duty to disclose or share your personal data in order to comply with any legal obligation, enforce or apply our Terms & Conditions and other agreements, or to protect the rights, property, or safety of the Company, our customers, or others (including exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction).

5.2. Parties with whom you may choose to share your information

5.2.1. You may choose to share any information, photographs or other content that you voluntarily submit to the Assets on your private account (meaning other users you have invited or accepted as members of your closed network). Such data will become available and viewable by other users as controlled by any applicable privacy settings that you define. Once you have shared your content or made it public, that content may be re-shared by others.

5.2.2. You may review, modify, update, correct or remove any personal data you have submitted to the Assets at any time. If you remove information that you posted to the Assets, copies may remain viewable in cached and archived pages of the Assets, or if other users or third party APIs have copied or saved that information.

5.2.3. Always think carefully before disclosing personal data or other information to other users or otherwise posting personal data on the Assets. It's important that you're aware that any data you choose to disclose on the Assets may then be viewed and even used by other users (in accordance with your settings and this Privacy Policy). We do not control the contents of communications made between users (although you can make a complaint about another user by contacting us using the information provided in the Contact section below).

5.2.4. You must respect the privacy of others and you must not disclose any personal details about other people including your family, friends, acquaintances, or other persons that may be misleading or cause them harm or offence. It is your responsibility to obtain their prior express permission in respect of any submission of their data at any time.

5.3 We may ask for your consent to share information with third-parties. In any such case, we will make it clear why we want to share the information.

We may use and share non-personal information (meaning that information that, by itself, does not identify who you are such as device information, general demographics, general behavioural data, geolocation in de-identified form), as well as personal information in hashed, non-human readable form, under any of the above circumstances.

With your consent, we may also share information with third-parties (notably advertisers) to develop and deliver targeted advertising on our Assets, and to analyse and report on advertising you see.

6. International Transfers

6.1. The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area (EEA). By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated as securely as it would be within the EEA and under the GDPR. Such steps may include our entering into contracts with any third parties we engage and the use of Commission-approved Model Contractual Clauses. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

6.2. You can obtain more details of the protection given to your personal data when it is transferred outside Europe (including a copy of the standard data protection clauses which we have entered into

with recipients of your personal data) by contacting us as described in the Contact paragraph below.

7. Your Rights

7.1. Lawful Bases

7.1.1. We will ensure that your personal data is processed lawfully, fairly and transparently and that it will only be processed if at least one (1) of the following bases applies:

7.1.1.1. You have given your clear consent to the processing of your personal data for a specific purpose.

7.1.1.2. Processing is necessary for the performance of a contract to which you are a party (or for us to take steps at your request prior to entering into a contract with you).

7.1.1.3. Processing is necessary for our compliance with the law.

7.1.1.4. Processing is necessary to protect someone's life.

7.1.1.5. Processing is necessary for us to perform a task in the public interest or in the exercise of official authority and the task/function has a clear basis in law.

7.1.1.6. Processing is necessary for our legitimate interests or the legitimate interests of a third party, except where there is a good reason to protect your personal data which overrides those legitimate interests, such as allowing us to effectively and efficiently manage and administer the operation of our business, maintaining compliance with internal policies and procedures, monitoring the use of our copyrighted materials, offering optimal, up-to-date security and obtaining further knowledge of current threats to network security in order to update our security.

7.2. Data Subject Rights

7.2.1. Under the GDPR, you have the right to:

7.2.1.1. Withdraw your consent to the processing of your personal data at any time. Please note, however, that we may still be entitled to process your personal data if we have another legitimate reason for doing so (such as to comply with a legal obligation).

7.2.1.2. Be informed of what data we hold and the purpose for processing the data, as a whole or in part.

7.2.1.3. Be forgotten and, in some circumstances, have your data erased by ourselves and our affiliates (although this is not an absolute right and there may be circumstances where you ask us to erase your personal data but we are legally entitled to retain it).

7.2.1.4. Correct or supplement any information we hold about you that is incorrect or incomplete.

7.2.1.5. Restrict processing of the information we hold about you (for example, so that inaccuracies may be corrected—but again, there may be circumstances where you ask us to restrict processing of your personal data but we are legally entitled to refuse that request).

7.2.1.6. Object to the processing of your data.

7.2.1.7. Obtain your data in a portable manner and reuse the information we hold about you.

7.2.1.8. Challenge any data we use for the purposes of automated decision-making and profiling (in certain circumstances—as above, there may be circumstances where you ask us to restrict our processing of your personal data but we are legally entitled to refuse that request).

7.2.1.9. Complain to a supervisory authority (e.g. the Information Commissioner's Office (ICO) in the UK) if you think any of your rights have been infringed by us. (We would, however, appreciate the chance to address your concerns, so please contact us prior to taking this step).

7.2.2. You will not have to pay a fee to access your personal data (or to exercise any of the other rights) unless your request is clearly unfounded, repetitive or excessive. Alternatively, we may refuse to comply with your request in these circumstances.

7.2.3. You have the right to ask us not to process your personal data for marketing purposes. We will get your express opt-in consent before we use your data for such purposes or share your personal data with any third parties for such purposes, but you can exercise your right to prevent such processing by contacting us at the

Company Address, via email at info@ur-mytype.com or by unsubscribing using the links contained in the marketing emails.

7.2.4. You may revoke your consent for us to use your personal data as described in this Privacy Policy at any time by emailing us and we will delete your data from our systems. To enforce any of the above rights, please contact us at:

7.2.4.1. 71-75 Shelton Street, Covent Garden, London, England, WC2H 9JQ; or

7.2.4.2. info@ur-mytype.com.

7.2.5. We will notify you and any applicable regulator of a breach of your personal data when we are legally required to do so.

7.3.1. Our services are restricted to users who are 18 years of age or older. We do not permit users under the age of 18 on our platform and we do not knowingly collect personal information from anyone under the age of 18. If you suspect that a user is under the age of 18, please contact us.

Any changes we may make to our Privacy Policy in the future will be posted on this page and, where appropriate, notified to you by email. You will be deemed to have accepted the terms of the updated Privacy Policy on your first use of the Assets following the alterations. Please check back frequently to see any updates or changes to our Privacy Policy.

Questions, comments and requests regarding this Privacy Policy are welcomed and should be addressed to our email at info@ur-mytype.com.