

## QUDINI PRIVACY POLICY

**QUDINI LIMITED**, a company registered in England and Wales under company number 08121501 whose registered office is at 35 Kingsland Road, London, England E2 8AA hereinafter referred to as 'Qudini' or 'We' have created this privacy statement ('**Statement**') in order to demonstrate our firm commitment to the privacy of the details that You provide to us when using the Site at [www.qudini.com](http://www.qudini.com) and the App Site at <https://app.qudini.com> to access the Qudini Services. *Unless otherwise indicated, all definitions used in the SaaS Subscriber Terms or the Enterprise SaaS Subscriber Agreement as applicable shall apply to this this Statement and for the purposes of this Statement, 'Personal Data' shall include financial data.*

In this Statement, references to '**You**' and '**Your**' are references to the Qudini Subscriber. When You use the Site or the App Site to access the Qudini Services, You are consenting to the practices set forth in this Statement.

We know that Your privacy is very important to You which makes it very important to us. We aim to be as clear as possible in this Statement in respect of Your Personal Data. This Statement applies inter alia to Your Personal Data that We collect about You when You use the Site or the App Site, how and when it is used, how We protect it and who has access to it. This Statement incorporates the

- The Site & App Site Terms of Use: <http://docs.qudini.com/pdf/Qudini-SiteandAppSiteTermsofUse.pdf>
- Cookie Policy: <http://docs.qudini.com/pdf/Qudini-CookiePolicy.pdf>
- App Site User terms (and any relevant App Store Rules): <http://docs.qudini.com/pdf/Qudini-AppSiteUserTerms.pdf>

And any applicable:

- Independent SaaS Subscriber Terms: <http://docs.qudini.com/pdf/Qudini-IndependentSaaSSubscriberterms.pdf>
- Enterprise SaaS Subscriber Terms
- Enterprise SaaS subscriber Agreement

which are incorporated by these references.

### 1. YOUR ACCEPTANCE OF THE STATEMENT

This Statement governs Your use of the Site and the App Site (once You have downloaded or streamed a copy of the Qudini Platform onto Your Device) to access the Qudini Services, including any dispute concerning privacy. By using the Qudini Services, You accept this Statement in full. You should read the Statement carefully and ensure that You understand its effect before proceeding to use the Site and the App Site to access the Qudini Services. We reserve the right to make reasonable modifications to this Statement at any time without notice by posting the changes on this page. More than minor modifications will be notified to You by SMS or by email or when You next log in to the Site or the App Site, the new terms (or a hyperlink to the new terms) may be displayed on-screen and You may be required to read and accept them to continue. You agree that Qudini will treat Your continued use of the Qudini Services as acceptance of this Statement as may be amended from time to time.

### 2. WHAT INFORMATION IS COLLECTED & HOW?

#### A. PERSONAL DATA (OTHER THAN FINANCIAL)

**2.1** The Site asks You to provide various types of Personal Data to enhance the quality of the Qudini Services We can provide to You and the more accurate the information You provide, the better We are able to respond to Your requirements! As part of the process of using the Site and the App Site to access the Qudini Services, We collect the following types of Personal Data about You (as applicable):

- (a) Your name and email address and potentially other miscellaneous information to verify You;
- (b) information relating to any transactions carried out between You and Qudini on or in relation to the Qudini Software Subscription Package chosen; and
- (c) any other information that You choose to send to us, including any request for further services, general correspondence, reports of a problem with the Site, the App Site or the Qudini Services.

## B. OTHER DATA

2.2 Other *de-personalised* data which does not record Personal Data as such, rather information such as the date of Your visit to the Site or the App Site, the path taken, the browser used, the IP address etc is used primarily to aid the technical administration of the Site and the App Site, to better understand how the Site and the App Site are functioning for Qudini Subscribers and to draw conclusions upon demographic information. As part of the process of using the App Site and becoming a Qudini Subscriber to access the Qudini Services, the relevant App Store in their capacity as a Service Provider to Qudini may collect the following types of Personal Data about You (as applicable):

- (a) Your information You may submit when You register to download or use the App Site, or subscribe to any of our Qudini Services e.g. Your name, username, password, address, email and credit/debit card details;
- (b) Your information You may submit when You share data via the App Site by way of the App Site's social media functions, enter a competition, promotion or survey, and if You report a problem with the App Site or our Qudini Services;
- (c) Your Personal Data (to the extent permitted by Your settings) that You have provided to a third party SM Site (e.g. Facebook) when You choose to login using the login credentials peculiar to that SM Site membership.
- (d) **Information We collect about You and Your Device.** Each time You use the App Site, pursuant to the permitted functionality, We may automatically collect the following information:
  - i. technical information, including the type of Device You use, a unique device identifier (for example, Your Device's IMEI number, the MAC address of the Device's wireless network interface, or the mobile phone number used by the Device), mobile network information, Your operating system, the browser type and version You use, time zone setting, Your IP address, referral source, length of visit, page views and navigation ('**Device Information**');
  - ii. information stored on Your Device, including contact information, friends lists, login information, photos, videos or other digital content, check-ins ('**Content Information**');
  - iii. details of Your use of our App Site (including, but not limited to, traffic data, location data, weblogs and other communication data, whether this is required for our own billing purposes or otherwise) and the resources that You access ('**Log Information**');
  - iv. **Location information:** We may also use Global Positioning Satellites technology ('**GPS**') to determine Your current location. Some of our location-enabled services require Your Personal Data for the feature to work. If You wish to use the particular feature, You will be asked to consent to Your Personal Data being used for this purpose. You can withdraw Your consent at any time but if You do so, much of the functionality of the App Site will not be available to You which will reduce the benefits to be gained;
  - v. **Information We receive from other sources:** We are working closely with third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, advertising networks, analytics providers, search information providers, credit reference agencies) and may receive information about You from them. ('**Third Party Information**');
  - vi. **Unique application numbers:** when You install or uninstall a Qudini Service e.g. software updates, containing a unique application number or when such a Qudini Service searches for automatic updates, that number and information about Your installation, for example, the type of operating system, may be sent to us;
  - vii. Information We collect about the Qudini Content that You download; and
  - viii. Your own User Generated Content ('**UGC**') that You may upload or submit to the App Site.

## C. FINANCIAL DATA

2.3 Each monetary transaction in respect of Qudini Fees shall be processed by a third party payment services provider ("**PSP**") of Qudini or the relevant App Store. You will be required to provide this third party partner with financial data (i.e. Your banking details) in order to authorise payment from You. To make and complete a payment via an App Store, the policies of the relevant App Store shall be applicable as between You and the App Store and can be found [here](#) (GOOGLE PLAY) and [here](#) (ITUNES). If You are using online banking, Your own bank's terms and conditions shall apply also.

2.4 We will share information with our PSP only to the extent necessary for the purposes of processing payments You make via the Site or the App Site, refunding such payments and

dealing with complaints and queries relating to such payments and refunds. Except as provided herein, We will not share Personal Data with any other third parties without Your prior consent.

### **3. HOW IS THE INFORMATION USED?**

- 3.1** You hereby expressly consent to Your Personal Data being passed on to third party companies or service providers for the sole purpose of fulfilling the Qudini Services only (including making improvements to the Qudini Services) and not for the purposes of those third parties making marketing communications to You, unless You have expressly consented to this being undertaken by a third party (“**Qudini Service Providers**”). **You are under no obligation to provide such Personal Data to us, however, if You choose not to, some of the Qudini Services may not be available to You.**
- 3.2** You acknowledge that Your Personal Data may be used by Qudini or the relevant App Store to contact You by post or by Electronic Mail when necessary in connection with Your use of the Qudini Services. “**Electronic Mail**” includes email, text, video, voicemail, picture and answerphone messages (including push notifications and in-app notifications).
- 3.3** The relevant App Store will be able to contact You in accordance with their own privacy policies which may be updated from time to time and may be found [here](#) (GOOGLE PLAY) and [here](#) (ITUNES).
- 3.4** From time to time, Qudini may contact You by Electronic Mail (or by telephone) by way of sending You various confirmations, notifications, feedback requests or any other newsletter or information or offers regarding upcoming Qudini promotions, services or customer surveys. If You change Your mind, You can opt out of receiving some but not all of this as some are required as a necessary part of the registration and subscription process and for continuing to receive access to the Qudini Services.
- 3.5** You can opt out of receiving direct marketing communications from Qudini as described below.
- 3.6** Your Personal Data is used solely by Qudini (and Qudini Service Providers to the extent necessary to fulfil the Qudini obligations to You) for the sole purpose of enabling Qudini to act as a service provider to You and is not shared with any person or company without Your express consent.
- 3.7** Any Personal Data that is held with Qudini shall be retained in accordance with the Data Protection Act 1998 and related Data Protection Legislation and/or our retention and destruction policy culminating in its permanent deletion.
- 3.8** If Personal Data has been passed to third parties with Your consent, You may need to contact them separately if You change Your mind in relation to their use of Your Personal Data.
- 3.9** We may collect and store Personal Data on your Device using application data caches and browser web storage (including HTML 5) and other technology.
- 3.10** Certain Qudini Services may include social networking, chat room or forum features. Please ensure that when using these features You do not submit any Personal Data that You do not want to be seen, collected or used by other Qudini Subscribers.
- 3.11 Selected third parties:** If You consented to be contacted by Electronic Mail or other means by carefully selected third parties regarding their interesting products and/or services, We may provide Your information to the third parties We select, and these third parties may use this information for their marketing or advertising purposes.

**OPTING OUT:** If You do not wish to be contacted by Qudini in respect of future marketing communications, We will give You the opportunity to unsubscribe to the receipt of such communications in every communication that We send to You.

If You no longer wish to be contacted by carefully selected third parties, You will be given the opportunity to opt-out in each communication they send to You. Please contact them directly to learn about their policies.

### **4. WHO HAS ACCESS TO YOUR PERSONAL DATA?**

- 4.1** To minimise the risk of unauthorised access to Your Personal Data, We use some of Your Personal Data to authenticate You when using the Site and the App Site to access the Qudini Services.
- 4.2** For our daily operations, We may use the services of third parties to provide some of our business and operational functions. Consequently, some of the Qudini Services are provided by

Qudini Service Providers and We need to disclose Your information to them to provide You with the Qudini Services. A PSP may further release Your Data as per their own policies.

#### **4.3 Disclosure of Your Personal Data in Compliance with Laws**

You should be aware that We may release Your Personal Data when We believe it is necessary to comply with laws or regulations, to assist law enforcement, to enforce the terms under which You transact or communicate with or via Qudini, or to protect the rights, property or safety of Qudini, Qudini Subscribers or third parties. Further, a PSP may transfer Your Data as per their own policies.

#### **4.4 Transfer of Your Personal Data outside of the EEA**

From time to time, We may transfer Your Personal Data to a related company, agent or contractor in order to improve our Qudini Services or to assist our security, credit risk or fraud protection activities. Such companies may be located outside of the EEA and You consent to the transfer of Your Personal Data to such companies for the purposes set out here in accordance with this Statement and as permitted by the Data Protection Legislation from time to time. For Your information, the laws of other countries to which Your Personal Data is transferred may not provide the same level of protection for Your Personal Data as the law of Your home country. We do, however, put in place appropriate technical and contractual protections for Your Personal Data in accordance with applicable laws.

#### **4.5 Transfer of Personal Data in the Event of the Sale of Qudini Limited or its Assets**

In the event that Qudini Limited is sold or transfers some of its assets to another party, Your Personal Data could be one of the transferred assets. If Your Personal Data is transferred, its use will remain subject to this Statement. Your Personal Data will be passed on to a successor in interest in the event of a liquidation or administration of Qudini.

#### **4.6 Other Sites and their Privacy Policies and Cookie Policies**

The Site or the App Site may contain links to other websites or applications. Qudini is not responsible for the privacy practices or the content of such websites or for the privacy policies, cookie policies and practices of other third parties (including those of the PSP), so You should be careful to read and understand those website policies independently.

### **5. HOW DO WE PROTECT YOUR PERSONAL DATA & FOR HOW LONG?**

**5.1** The privacy and protection of Your Personal Data is important to us. In addition, any Qudini Subscriber statistics that We may provide to prospective Qudini Service Providers regarding Your usage of the Qudini Services are provided in the aggregate only and do not include any individually identifiable data.

**5.2** You acknowledge that email messages sent over the internet are not encrypted and are not secure. Despite efforts to protect Your Personal Data, We cannot ensure or warrant the security of any Personal Data You transmit to us, via, to, or from the Site. You accept that Qudini cannot be held liable for any breaches of confidentiality that may occur as a result of the use of email. If there is any sensitive or confidential Personal Data which You do not wish to communicate by email, please contact Qudini by telephone or post to arrange an alternative method of communication. **You transmit all such Personal Data at Your own risk.**

**5.3** Once Your Personal Data is submitted, We use our best efforts to ensure its security on our systems. The Site and the App Site (and all electronic financial transactions entered into via the Site or the App Site) will be protected by encryption technology to protect the loss, misuse and alteration of the Personal Data under our control (or the control of a PSP) where applicable. 128-bit industry standard Secure Server Software (SSL) is used as a minimum standard which encrypts all of Your Personal Data in respect of a Your Payment Details including Your name, and address, so that it cannot be read as it travels over the Internet.

**5.4** How long We keep Your Personal Data collected through the Site depends on the context in which You provide it and the purpose for which We use it. We will only retain it for as long as is necessary for such purposes. We may send You direct marketing communications for as long as You do not unsubscribe from receiving the same from Qudini.

**5.5 Telephone calls:** If You call any of the service telephone numbers quoted on this Site, We may record Your call. These recordings are used for training and quality control to ensure that We continuously monitor and improve our service standards.

**5.6** We may disclose your Personal Data to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the Companies Act 2006.

## **6. COOKIES**

For information about cookies and how they are used on this Site, please visit our [Cookie Policy](#).

## **7. COMPLAINTS OR QUERIES**

Qudini tries to meet the highest standards when collecting and using Personal Data. For this reason, We take any complaints We receive about this very seriously. We encourage You to bring it to our attention if You think that our collection or use of Personal Data is unfair, misleading or inappropriate. We would also welcome any suggestions for improving our procedures. This Statement does not provide exhaustive detail of all aspects of Qudini's collection and use of Personal Data. However, We are happy to provide any additional information or explanation needed. Any requests for this should be sent to the address below. If You have a complaint or query regarding a PSP, You will need to contact them direct. If You are not happy with the way in which Your Personal Data is being handled by Qudini, You can complain to the Information Commissioner whose details can be found at: <http://www.ico.org.uk/>

## **8. ACCESS TO YOUR PERSONAL DATA FOR INDIVIDUALS**

Qudini tries to be as open as it can be in terms of giving people access to their Personal Data. Individuals can find out if We hold any Personal Data by making a 'subject access request' under the Data Protection Act 1998. If We do hold Personal Data about You, We will let You have a copy of that Personal Data. To make a request to Qudini for any Personal Data that We may hold, You need to put the request in writing addressing it to the address provided below and supply us with a photocopy of Your passport certified by a solicitor or bank plus an original copy of a utility bill showing Your current address. There may be an administrative charge applied in accordance with the applicable legislation. We may withhold Personal Data that You request to the extent permitted by law.

## **9. HOW TO CONTACT US**

Requests for information about our Statement or a 'subject access request' can be emailed to [sales@qudini.com](mailto:sales@qudini.com) or by writing to:

**Qudini Limited**  
35 Kingsland Road  
London  
England  
E2 8AA

## **10. CHANGES TO THIS STATEMENT**

We keep our Statement under regular review. This Statement was last updated on 28 October 2015.