

## Privacy Policy Questionnaire Participants

Valloop understands that your privacy is important to you and that you care about how your data is used. We respect and value the privacy of everyone who visits the Valloop Exchange and we will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

### 1. Information about us

The Valloop Exchange is operated by Valloop Operations Limited a limited company registered in England under company number 13229776, at registered address C/O Bermans 3rd Floor, One King Street, Manchester, United Kingdom, M2 6AW.

### 2. What does this policy cover?

This Privacy Policy applies only to your use of the Valloop Exchange and the products/services that we offer.

### 3. What is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the "GDPR") as 'any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier'.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

### 4. What are my rights?

Under the GDPR, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data.
- b) The right to access the personal data we hold about you.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete.
- d) The right to be forgotten, i.e., the right to ask us to delete or otherwise dispose of any of your personal data that we have.

- e) The right to restrict (i.e., prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- h) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

## 6. What data do we collect?

Depending upon your use of our site/products/services, we may collect some or all of the following personal and non-personal data:

- a) Your name and email address
- b) Information about your business and other employees within the business
- c) Information about the finances and performance of the business
- d) Information about the structure of the business
- e) Information about your thoughts about the future of the business
- f) Information about how the business interacts with the wider environment and society

## 7. Your contact information

We will use information from you if you contact us directly for support, for example in relation to a survey invitation that you have received. Your information will be in our customer service system emails for reference but will not be used for any other purpose.

## 8. How do you use my personal data?

Under the GDPR, we must always have a lawful basis for using personal data. This may be because the data is necessary for our performance of a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Your personal data will or may be used for one of the following purposes:

- a) Questionnaire Data – to provide our products and services: we hold, store and process your Questionnaire Data solely to provide our products and services to our clients

## 8. How long will you keep my personal data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected.

#### **9. Do you share my personal data?**

It is not our policy to share any of your personal data with any third parties for any purposes, subject to important exceptions.

Firstly, in some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

#### **10. How do I contact you?**

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details

Email address: [privacy@valloop.com](mailto:privacy@valloop.com)

#### **11. Changes to this Privacy Policy**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on our site, and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our site following the alterations. We recommend that you check this page regularly to keep up to date.