

## Liquify LTD Privacy Policy

This privacy policy will explain how Liquify LTD uses the personal data we collect from you when you use our website.

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
- How to manage your cookies
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

### What data do we collect?

Liquify LTD collects the following data:

- Personal identification information (Name, email address, phone number, etc.)
- Records of communications with you whether by telephone, email, social media or otherwise.
- Details of services provided through our website and fulfilled by us.
- Information collected automatically from your device, including IP address, device type, operating system, browser-type, broad geographic location and other technical information.

### How do we collect your data?

You directly provide Liquify LTD with most of the data we collect. We collect data and process data when you:

- Register online or place an order for any of our services.
- Provide feedback or contact us via email.
- Use or view our website via your browser's cookies.

### How will we use your data?

Liquify LTD collects your data so that we can:

- Process your order and manage your account.
- Ensure that the websites are function correctly for you and your device.

- Carry out obligations arising from contracts entered between you and Liquify LTD
- Verify the authenticity of applications
- Communicate with you should this be necessary
- Notify you regarding changes to our services
- Facilitate improvement and optimisations of our services to you
- Handle any disputes which we may have with you
- Detect and prevent any illegal or unwanted activities within our websites.

Our legal basis for collecting and using the personal information described above will depend on the personal information concerned and the specific context in which we collect it, such as: (i) for the purpose of performing a contract with you, (ii) where the processing is in our legitimate interests and not overridden by your rights, (iii) where we have your consent to do so, or (iv) where we have a legal obligation to collect personal information from you.

## **How do we store your data?**

Liquify LTD has put in place appropriate technical controls and organisational measures to ensure your personal data is not accidentally lost, accessed, altered used or disclosed.

- Site access controls – only authorised personnel are able to gain access to premises, buildings and rooms where your information is being processed.
- IT access controls – only authorised personnel are able to gain access to your information stored electronically within our IT systems.
- IT security controls – use of appropriate technology and security measures to ensure secure storage of your information.
- Policies & procedures – comprehensive data protection and IT security policies and procedures setting out the way in which your information must be handled by staff.
- Training – delivery of ongoing data protection and IT security training to all staff handling your information.

Liquify LTD will keep your information for as long as necessary for the purposes outlined above. Once we have no ongoing legitimate business needs to process your information, we will delete your data. If this is not possible, for example because your personal information has been stored in backup archives then we will securely store your information and ensure it is isolated from further processing until deletion is possible.

## **What are your data protection rights?**

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

**The right to access** – You have the right to request Liquify LTD for copies of your personal data.

**The right to rectification** – You have the right to request that Liquify LTD correct any information you believe is inaccurate. You also have the right to request Liquify LTD to complete the information you believe is incomplete.

**The right to erasure** – You have the right to request that Liquify LTD erase your personal data, under certain conditions.

**The right to restrict processing** – You have the right to request that Liquify LTD restrict the processing of your personal data, under certain conditions.

**The right to object to processing** – You have the right to object to Liquify LTD’s processing of your personal data, under certain conditions.

**The right to data portability** – You have the right to request that Liquify LTD transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [contact@liquify.io](mailto:contact@liquify.io)

## **Cookies**

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

For further information, visit [allaboutcookies.org](http://allaboutcookies.org).

### **How do we use cookies?**

Liquify LTD uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Understanding how you use our website

### **What types of cookies do we use?**

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

- **Functionality** – Liquify LTD uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Session** - A session cookie contains information that is stored in a temporary memory location and then subsequently deleted after the session is completed or the web browser is closed. This cookie stores information that the user has inputted and tracks the movements of the user within the website. The session cookie will be deleted when the expiration date is reached or when a user or application manually deletes it.

- Performance – These cookies used specifically for gathering data on how Visitors use the Site, which pages of the Site are visited most often, or if they get error messages on web pages. These cookies only monitor the performance of the Site as Visitors interact with it. These cookies do not collect your Personal Data, which means all the data collected is anonymous and only used to improve the functionality of the Site.

## **How to manage cookies**

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

## **Privacy policies of other websites**

The Liquify LTD website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## **Changes to our privacy policy**

Liquify LTD keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 25 July 2022.

## **How to contact us**

If you have any questions about Liquify LTD's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [contact@liquify.io](mailto:contact@liquify.io)

## **How to contact the appropriate authority**

Should you wish to report a complaint or if you feel that Liquify LTD (ZB347900) has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Email: [icocasework@ico.org.uk](mailto:icocasework@ico.org.uk)

Phone: 0303 123 1113