

1.0 Summary of our Privacy Policy

Our privacy commitment: Optimized has never sold your information to someone else for advertising, or made money by showing you other people's ads, and we never will. This policy tells you what information we collect from you, what we do with it, who can access it, and what you can do about it.

Part I – Information Optimized collects and controls

We only collect the information that we need. Some of that is information that you actively give us when you sign up for an account or ask for customer support. We store your name and contact information, but we don't store credit card numbers (except with your permission and in one of our secured payment gateways).

When you visit our website or use our software, we automatically log some basic information like where you navigated within it, and what features and settings you use. We use this information to improve our websites and services and to drive new product development.

What we do with your information

We use your information to provide the services you've requested, create and maintain your accounts. We also use it to communicate with you about the products you're currently using, your customer support requests, chances for you to give us feedback, and policy updates. We analyse the information we collect to understand user needs and to improve our websites and services.

We're required to have a legal basis for collecting and processing your information. In most cases, we either have your consent or need the information to provide the service you've requested from us.

We limit access to your personal information to our employees and contractors who have a legitimate need to use it.

The European Economic Area (EEA) provides certain rights to data subjects (including access, rectification, erasure, restriction of processing, data portability, and the right to object and to complain). Optimized undertakes to provide you the same rights no matter where you choose to live.

We keep your personal information for as long as it is required for the purposes stated in this Privacy Policy. When we no longer have a legitimate need to process your information, we will delete or anonymise your information, whichever is appropriate.

Part II – Information that Optimized processes on your behalf

We hold the data in your account as long as you choose to use Optimized Services. After you terminate your account, your data will be automatically deleted from our active database within 6 months and from our backups within 3 months after that.

Part III – General

There are some limitations to the privacy we can promise you. We will disclose personal information if it's necessary to comply with a legal obligation, prevent fraud, enforce an agreement, or protect our users' safety.

We will contact you to let you know if we make any major changes to our privacy policy, or in the unlikely event that we ever decide to sell our business.

2.0 Privacy Policy Detail

This Privacy Policy statement is made by Optimized Ltd consisting of all the entities listed here (collectively, "Optimized", "we", "us" or "our").

Optimized Privacy Commitment

We ask for only the least amount of information necessary, gathering only what we believe is essential for doing business, or for the specific transaction at hand. We do not make a single dollar, Euro, or British Pound from advertising revenue—never have, never will—even from the free editions of our products. This means we avoid the fundamental conflict of interest between gathering customer information and fuelling advertising revenue, and the unavoidable compromises in customer privacy that it brings.

The goal of this policy is to make explicit the information we gather, how we will use it, and how we will not.

Scope of this Privacy Policy

This Privacy Policy applies to the Optimized website the products and services provided by Optimized through these websites.

This Privacy Policy is divided into three parts:

Part I – Information Optimized collects and controls

This part deals with how Optimized collects and uses information about website visitors, potential customers, users of Optimized products and services, and others who contact Optimized through forms or email addresses published on or linked to our websites.

Part II – Information that Optimized processes on your behalf

This part deals with how Optimized handles data that you entrust to Optimized when you use our products and services, or when you share any personal or confidential information with us while requesting customer support.

Part III – General

This part deals with topics that are relevant to both Parts I and II, and other general topics such as Optimized's security commitments and how we will inform you when we change this Privacy Policy.

2.1 Part I – Information Optimized collects and controls

What information Optimized collects

We collect information about you only if we need the information for some legitimate purpose. Optimized will have information about you only if you have provided the information yourself. Below we describe the various scenarios and the information collected in each one.

Information that you provide us

i. Account signup: When you sign up for an account to access our service, we ask for information like your name, contact number, email address, company name and country to complete the account signup process.

ii. Payment processing: When you buy our service, we ask you to provide your name, contact information, and credit card information or other payment account information. When you submit your card information, we store the name and address of the cardholder, the expiry date and the card number used to make a payment. For quick processing of future payments, if you have given us your approval, we may store your card information or other payment information in an encrypted format in the secured servers of our Payment Gateway Service Provider.

iii. Testimonials: When you authorize us to post testimonials about our product and service on our websites, we may include your name and other personal information in the testimonial. You will be given an opportunity to review and approve the testimonial before we post it. If you wish to update or delete your testimonial, you can contact us at customer_services@optimized.org.uk.

iv. Interactions with Optimized: We may record, analyse and use your interactions with us, including email, telephone, and chat conversations with our customer support professionals, for improving our interactions with you and other customers.

Information that we collect automatically

i. Information from application logs and analytics: We collect information about your use of our products, services from application logs and in-house usage analytics tools, and use it to understand how your use and needs can improve our products. This information

includes clicks, features accessed, and frequency, errors generated, performance data, user settings and configurations.

Information that we collect from third parties

i. Information from social media sites and other publicly available sources : When you provide feedback or reviews about our products, interact, or engage with us on marketplaces, review sites or social media sites such as LinkedIn through posts, comments, questions and other interactions, we may collect such publicly available information, including profile information, to allow us to connect with you, improve our products, better understand user reactions and issues, or to reproduce and publish your feedback on our websites.

Purposes for using information

In addition to the purposes mentioned above, we may use your information for the following purposes:

To communicate with you (such as through email) about products that you have downloaded and services that you have signed up for, changes to this Privacy Policy, changes to the Terms of Service, or important notices;

To keep you posted on new products and services, upcoming events, offers, promotions and other information that we think will be of interest to you;

To ask you to participate in surveys, or to solicit feedback on our products and services;

To set up and maintain your account, and to do all other things required for providing our services, such as enabling collaboration, providing website and mail hosting, and backing up and restoring your data;

To understand how users use our products and services, to monitor and prevent problems, and to improve our products and services;

To provide customer support, and to analyse and improve our interactions with customers.

To detect and prevent fraudulent transactions and other illegal activities, to report spam, and to protect the rights and interests of Optimized, Optimized users, third parties and the public

To update, expand and analyse our records, identify new customers, and provide products and services that may be of interest to you;

To analyse trends, administer our websites, and track visitor navigations on our websites to understand what visitors are looking for and to better help them.

To monitor and improve marketing campaigns and make suggestions relevant to the user.

Legal bases for collecting and using information

Legal processing bases applicable to Optimized : If you are an individual from the European Economic Area (EEA), our legal basis for information collection and use depends on the personal information concerned and the context in which we collect it. Most of our information collection and processing activities are typically based on (i) contractual necessity, (ii) legitimate interests of Optimized or a third party that are not overridden by your data protection interests, or (iii) your consent. Sometimes, we may be legally required to collect your information, or may need your personal information to protect your vital interests or those of another person.

Withdrawal of consent: Where we rely on your consent as the legal basis, you have the right to withdraw your consent at any time, but this will not affect any processing that has already taken place.

Legitimate interests notice: Where we rely on legitimate interests as the legal basis and those legitimate interests are not specified above, we will clearly explain to you what those legitimate interests are at the time that we collect your information.

Your choice in information use

Opt out of non-essential electronic communications: You may opt out of receiving newsletters and other non-essential messages by emailing us at customer_services@optimized.org.uk. However, you will continue to receive essential notices and emails such as account notification emails (password change, renewal reminders, etc.), security incident alerts, security and privacy update notifications, and essential transactional and payment related emails.

Who we share your information with

Optimized Ltd have access to the information covered in Part I. We do not sell any personal information. We share your information only in the ways that are described in this Privacy Policy, and only with parties who adopt appropriate confidentiality and security measures.

Employees and independent contractors : Employees and independent contractors of Optimized Ltd have access to the information covered in Part I on a need-to-know basis. We require all employees and independent contractors of Optimized to follow this Privacy Policy for personal information that we share with them.

Third-party service providers: We may need to share your personal information and aggregated or de-identified information with third-party service providers that we engage, such as marketing and advertising partners, event organizers, web analytics providers and payment processors. These service providers are authorised to use your personal information only as necessary to provide these services to us.

Other cases: Other scenarios in which we may share the same information covered under Parts I and II are described in Part III.

Your rights with respect to information we hold about you as a controller

If you are in the European Economic Area (EEA), you have the following rights with respect to information that Optimized holds about you. Optimized undertakes to provide you the same rights no matter where you choose to live.

Right to access: You have the right to access (and obtain a copy of, if required) the categories of personal information that we hold about you, including the information's source, purpose and period of processing, and the persons to whom the information is shared

Right to rectification: You have the right to update the information we hold about you or to rectify any inaccuracies. Based on the purpose for which we use your information, you can instruct us to add supplemental information about you in our database.

Right to erasure: You have the right to request that we delete your personal information in certain circumstances, such as when it is no longer necessary for the purpose for which it was originally collected.

Right to restriction of processing: You may also have the right to request to restrict the use of your information in certain circumstances, such as when you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Right to data portability: You have the right to transfer your information to a third party in a structured, commonly used and machine-readable format, in circumstances where the information is processed with your consent or by automated means.

Right to object: You have the right to object to the use of your information in certain circumstances, such as the use of your personal information for direct marketing.

Right to complain: You have the right to complain to the appropriate supervisory authority if you have any grievance against the way we collect, use or share your information. This right may not be available to you if there is no supervisory authority dealing with data protection in your country.

Retention of information

We retain your personal information for as long as it is required for the purposes stated in this Privacy Policy. Sometimes, we may retain your information for longer periods as permitted or required by law, such as to maintain suppression lists, prevent abuse, if

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required in connection with a legal claim or proceeding, to enforce our agreements, for tax, accounting, or to comply with other legal obligations. When we no longer have a legitimate need to process your information, we will delete or anonymise your information from our active databases. We will also securely store the information and isolate it from further processing on backup discs until deletion is possible.

2.2 Part II – Information that Optimized processes on your behalf

Information entrusted to Optimized and purpose

Information provided in connection with services: You may entrust information that you or your organization (“you”) control, to Optimized in connection with use of our services or for requesting technical support for our products. This includes information regarding your suppliers and your employees or data that you hold and use on behalf of another person for a specific purpose. The data may either be stored on our servers when you use our services or transferred or shared to us as part of a request for technical support or other services.

(All the information entrusted to Optimized is collectively termed “service data”)

How we use service data

We process your service data when you provide us instructions through our website and application. For example, when you generate an invoice using our invoicing service, information such as the name and address of your organisation will be used to generate the invoice.

Who we share service data with

Optimized Ltd and third-party sub-processors: In order to provide services and technical support for our product, the contracting entity within Optimized engages other group entities and third parties.

Employees and independent contractors: We may provide access to your service data to our employees and individuals who are independent contractors of Optimized involved in providing the services (collectively our “employees”) so that they can (i) identify, analyse and resolve errors, (ii) manually verify emails reported as spam to improve spam detection. We ensure that access by our employees to your service data is restricted to specific individuals and is logged and audited. Our employees will also have access to data that you knowingly share with us for technical support or to import data into our products or services. We communicate our privacy and security guidelines to our employees and strictly enforce privacy safeguards within the Optimized company.

Other cases: Other scenarios in which we may share information that are common to information covered under Parts I and II are described in Part III.

Retention of information

We hold the data in your account as long as you choose to use Optimized Services. Once you terminate your Optimized user account, your data will eventually get deleted from active database during the next clean-up that occurs once in 6 months. The data deleted from active database will be deleted from backups after 3 months.

2.3 Part III – General

Children’s personal information

Our products and services are not directed to individuals under 18. Optimized does not knowingly collect personal information from children who are under 18 years of age for its own purposes. If we become aware that a child under 18 has provided us with personal information, we will take steps to delete such information. If you believe that a child under 18 years has provided personal information to us, please write to customer_services@optimized.org.uk with the details, and we will take the necessary steps to delete the information we hold about that child.

How secure is your information

At Optimized, we take data security very seriously. We have taken steps to implement appropriate administrative, technical & physical safeguards to prevent unauthorised access, use, modification, disclosure or destruction of the information you entrust to us.

Disclosures in compliance with legal obligations

We may be required by law to preserve or disclose your personal information and service data to comply with any applicable law, regulation, legal process or governmental request, including to meet national security requirements.

Enforcement of our rights

We may disclose personal information and service data to a third party if we believe that such disclosure is necessary for preventing fraud, spam filtering, investigating any suspected illegal activity, enforcing our agreements or policies, or protecting the safety of our users.

Business Transfers

We do not intend to sell our business. However, in the unlikely event that we sell our business or get acquired or merged, we will ensure that the acquiring entity is legally bound to honor our commitments to you. We will notify you via email or through a prominent notice on our website of any change in ownership or in the uses of your personal information and service data. We will also notify you about any choices you may have regarding your personal information and service data.

Compliance with this Privacy Policy

We make every effort, including periodic reviews, to ensure that personal information you provide is used in conformity with this Privacy Policy. If you have any concerns about our adherence to this Privacy Policy or the manner in which your personal information is used, kindly write to us at customer_services@optimized.org.uk.

Notification of changes

We may modify the Privacy Policy at any time, upon notifying you through a service announcement or by sending an email to your primary email address. If we make significant changes to the Privacy Policy that affect your rights, you will be provided with at least 30 days' advance notice of the changes by email to your primary email address. You will not receive email notification of minor changes to the Privacy Policy.