

Privacy Policy & Cookies Notice

OUR SOFTWARE

Introduction

Welcome to our privacy policy. In this policy, **we, us, our, StructureFlow** or **SF** is intended to refer to StructureFlow Ltd.

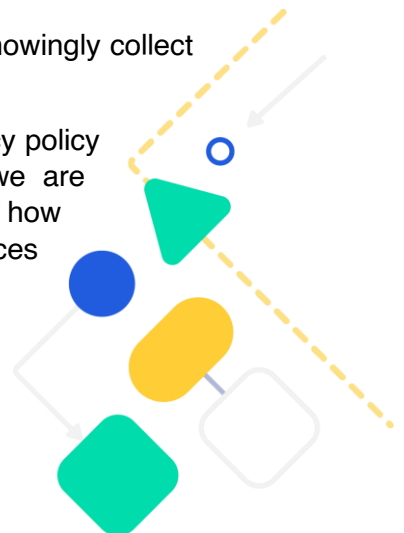
This policy applies with respect to any personal data we process that relates to you. That may be because you fall into any one or more of the following categories of individuals:

- ✓ **Users:** Individuals who are authorised users (**Users**) of our 'StructureFlow' software application (our **Application**), either as:
 - as employees or contractors of organisations that are our customers, using the Application for such organisations' purposes (**Organisation Customers**); or
 - individual customers, using our Application for their own purposes (**Individual Customers**),
(in each case, our **Customers**).
- ✓ **Collaborators:** Individuals who are not Users but have been given access by Users to projects created in our Application (**Projects**) for the purpose of viewing and commenting on such Projects. Collaborators may be using the Application for their purposes or for the purposes of organisations that they are employees or contractors of (**Third Party Organisations**).
- ✓ **Project Individuals:** Individuals who are relevant to, and have been referenced in, Projects because they play some role in relation to the subject matter of the Projects, and accordingly in relation to whom information has been entered into the Application by Users and Collaborators.
- ✓ **Business Contacts:** Individuals relevant to the carrying on of our business or the development of our Application, including for example individuals to whom we wish to market our Application, or who provide us with feedback on our Application.
- ✓ **Visitors:** Individuals who visit our websites (*.structureflow.co) (our **Websites**) regardless of where they visit it from and whether they are Users, Collaborators, Project Individuals or Business Contacts.

We respect your privacy and are committed to protecting your personal data. This policy will inform you as to how we look after that data and tell you about your privacy rights and how the law protects you.

Our Websites and Application are not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements other notices and privacy policies and is not intended to override them.





Please use the Glossary below to understand the meaning of some of the terms used in this privacy policy.

Important Information and who we are

Types of Data we Collect

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).

There are a number of key categories of data that we collect, use, store and transfer which we have set out in the table below (see column 1). Each of these categories is likely to contain types of personal data. Examples for each data category are given (in column 2) using the terms described in the section The data we collect about you below. In respect of each data category and type of personal data, we will either act as a data controller or as a data processor with respect to such data, depending on the type of involved. The role we play is in each instance set out in the table in column 3.

Data category	Examples of types of personal data	Role we or our Customer play as data processor / controller
<p>Project Data:</p> <p>Data relevant to the subject matter of Projects in our Application. Such data is inputted by:</p> <ul style="list-style-type: none"> ✓ our Users into Projects they create and/or work on; or ✓ by Collaborators in comments they make in Projects shared with them by Users. 	<p>Identity, Contact and any Financial Data relevant to Users, Collaborators and Project Individuals.</p> <p>We treat all data in this category that relates to individuals as <i>personal data</i> for data protection purposes, even if it is publicly available (e.g. at public registries such as Companies House).</p>	<p>Our Customer and potentially any Collaborator or Third-Party Organisation is the data controller, depending on who is determining the purposes and means of the processing.</p> <p>We are a data processor.</p> <p>Our third-party services (please see below) are our sub-processors.</p>
<p>User Data:</p> <p>Data relevant to our Users and Collaborators in respect of how they use our Application.</p>	<p>Identity, Contact, Financial, Transaction, Technical, Profile and Usage Data.</p>	<p>Where such data has been inputted into our Application by Users or Customers or Collaborators to enable them to use our Application (e.g. to create accounts or create or edit a Project or comment on a Project), our Customer and potentially any Collaborator or Third Party Organisation is the data controller, depending on who is determining the purposes and means of the processing.</p> <p>We are a data processor.</p> <p>Our third-party services (please see below) are our sub-processors.</p>
<p>SF Business Data:</p> <p>Data relevant to our Business Contacts or our Users if we are providing customer support.</p>	<p>Identity, Contact and Marketing and Communications Data.</p>	<p>We are the data controller.</p> <p>Our third-party services are our data processors.</p>



Controller

With respect to personal data that we process on behalf of our Customers, including Project Data and User Data, the relevant Customer is the data controller and we are the data processor.

With respect to personal data that we process for our purposes e.g. administering our Websites and our Application, which includes SF Business Data, StructureFlow Ltd is the data controller and is responsible for your personal data. We are registered as a data controller at the UK Information Commissioner's Office under number ZA493065.

If you have any questions about this privacy policy or our privacy practices, please contact our DPO in the following ways:

- ✓ Full name of legal entity: StructureFlow Ltd
- ✓ Email address: legal@structureflow.co
- ✓ Postal address: c/o WeWork Labs, 70 Wilson Street, London, England, EC2A 2DB

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Changes to the Privacy Policy and Your Duty to Inform us of Changes

We keep our privacy policy under regular review. This version was last updated on 14 June 2020. Historic versions can be obtained by contacting us.

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.

Third-Party Links

Our Websites may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our Websites, we encourage you to read the privacy policy of every website you visit.

The Data we Collect About You

- ✓ **Identity Data** includes first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender.
- ✓ **Contact Data** includes billing address, delivery address, email address and telephone numbers.
- ✓ **Financial Data** includes bank account and payment card details.
- ✓ **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- ✓ **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access our Websites.
- ✓ **Profile Data** includes your username and password, preferences, feedback, and survey responses.



- ✓ **Usage Data** includes information about how you use our Websites, Application, and services.
- ✓ **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.

We also collect, use, and share **Aggregated Data** such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will **not** directly or indirectly reveal your identity.

For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific website feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy policy.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

With respect to personal data that is Project Data or User Data, the relevant Customer will be the controller of that data. If any such data is relevant to you, then you will be subject to any privacy policy that the relevant Customer/Collaborator may have adopted with respect to that data (a **Third Party Privacy Policy**), and/or any agreement that concerns that personal data and which is in place between you and that Customer/Collaborator (a **Third Party Agreement**).

If you Fail to Provide Personal Data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

How is Your Personal Data Collected?

We use different methods to collect data from and about you including through:

- ✓ **Direct interactions.** You may give us your Identity, Contact, Profile and Financial Data by filling in forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:
 - apply for or use our products or services;
 - create an account on our Websites;
 - subscribe to our service or publications;
 - request marketing to be sent to you;
 - partake in a survey; or
 - give us feedback or contact us.
- ✓ **Automated technologies or interactions.** As you interact with our Websites, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our cookie policy below for further details.



- ✓ **Third parties or publicly available sources.** We will receive personal data about you from various third parties and public sources as set out below:
 - Technical Data from the following parties:
 - analytics providers such as Google based outside the EU.
 - advertising networks; and
 - search information providers.
 - Identity and Contact Data from publicly available sources such as Companies House and the Electoral Register.

How we use Your Personal Data

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- ✓ Where we need to perform the contract we are about to enter into or have entered into with you or your employer or any organisation that engages your services.
- ✓ Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- ✓ Where we need to comply with a legal obligation.

Please refer to the *Glossary* below to find out more about the types of lawful basis that we will rely on to process your personal data.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

Purposes for Which we Will use Your Personal Data

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground, we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new Customer or User or Collaborator	(a) Identity (b) Contact	Performance of a contract with you or an organisation that employs you or engages your services
To process and deliver your order including: (a) Manage payments, fees, and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction (e) Marketing and Communications	(a) Performance of a contract with you or an organisation that employs you or engages your services (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: a. Notifying you about changes to our terms or privacy policy	(a) Identity (b) Contact (c) Profile	(a) Performance of a contract with you or an organisation that employs you or engages your services



b. Asking you to leave a review or take a survey	(d) Marketing and Communications	(b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how Users use our products/services)
To enable you to partake in a survey	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications	(a) Performance of a contract with you or an organisation that employs you or engages your services (b) Necessary for our legitimate interests (to study how Users use our products/services, to develop them, and grow our business)
To administer and protect our business and our Websites (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganisation or group restructuring exercise) (b) Necessary to comply with a legal obligation
To deliver relevant website content and advertisements to you and measure or understand the effectiveness of the advertising we serve to you.	(a) Identity (b) Contact (c) Profile (d) Usage (e) Marketing and Communications (f) Technical	Necessary for our legitimate interests (to study how Users use our products/services, to develop them, to grow our business and to inform our marketing strategy)
To use data analytics to improve our Websites, products/services, marketing, customer relationships and experiences	(a) Technical (b) Usage	Necessary for our legitimate interests (to define types of Customers/Users/Collaborators relevant to our products and services, to keep our Websites updated and relevant, to develop our business and to inform our marketing strategy)

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

Promotional Offers From us

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have requested information from us or purchased products/services from us and you have not opted out of receiving that marketing.

Third-Party Marketing

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

Opting out

You can ask us or third parties to stop sending you marketing messages at any time.



Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a product/service purchase, warranty registration, product/service experience or other transactions.

Cookies

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our Websites may become inaccessible or not function properly. For more information about the cookies we use, please see our *Cookies Notice* below.

Change of Purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

Disclosures of Your Personal Data

We may share your personal data with the Third Parties set out in the *Glossary* below.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

International Transfers

In respect of personal data that is Project Data and/or User Data, transfers of personal data will be governed in accordance with any relevant Third Party Privacy Policy and/or Third Party Agreement (please see Section 2 above). Please always refer to any such agreement and any such privacy policy for information as to how data that is processed, but not controlled, by StructureFlow is transferred outside of the EEA.

In respect of transfers of other personal data, as controller StructureFlow may transfer data to our external third parties. Some of our external third parties are based outside the EEA so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- ✓ We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- ✓ Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For



further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).

- ✓ Where we use providers based in the US, we may transfer data to them if they are part of the Privacy Shield which requires them to provide similar protection to personal data shared between Europe and the US. For further details, see [European Commission: EU-US Privacy Shield](#).

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. 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.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Data Retention

How Long Will you use my Personal Data for?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

In some circumstances you can ask us to delete your data: see *your legal rights* below for further information.

In some circumstances we will anonymize your personal data (so that it can no longer be associated with you) for research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

In respect of any personal data that is Project Data, this is controlled by the relevant Customer and you should refer to any agreement you may have with that Customer and any privacy policy they have adopted.

No fee Usually Required

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



What we may Need From you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time Limit to Respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

Glossary

Lawful Basis

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

Third Parties means;

- ✓ Service providers acting as processors based in and outside the EU who provide IT and system administration services, including the following:
 - We host our Websites and operate our Application using third parties, including Microsoft Azure®. Your personal data will be hosted from their data centres.
 - We may use third-party services such as Mailgun® to communicate with you or to enhance the function of our Websites and our Application.
 - We may use third-party service providers and platforms such as Microsoft Office 365® and HubSpot® for customer engagement, customer chat, product feedback and customer support ticketing.
- ✓ Any other business partners, suppliers and/or sub-contractors of ours for the performance of any contract we enter into with them or you.
- ✓ Our other Customers and Users.
- ✓ Any third party who acquires StructureFlow or substantially all of its assets, in which case personal data held by us will be one of the transferred assets.
- ✓ Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in and outside the EU who provide consultancy, banking, legal, insurance and accounting services.



- ✓ If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or to protect the rights, property, or safety of StructureFlow Ltd or our Customers or Users, or others, including HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.

Your Legal Rights

Under certain circumstances, you have rights under data protection laws in relation to your personal data. You have the right to:

Request access to your personal data (commonly known as a “data subject access request”). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- ✓ If you want us to establish the data’s accuracy.
- ✓ Where our use of the data is unlawful, but you do not want us to erase it.
- ✓ Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- ✓ You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.



If you wish to exercise any of the rights set out above, please contact us.

Cookies Notice

Our Websites use cookies to distinguish you from other users of our Websites. This helps us to provide you with a good experience when you browse our Websites and also allows us to improve our site. By continuing to browse the site, you are agreeing to our use of cookies.

A cookie is a small file of letters and numbers that we store on your browser or the hard drive of your computer, if you agree to it. Cookies contain information that is transferred to your computer's hard drive.

We may use the following cookies:

- ✓ **Strictly necessary cookies:** These are cookies that are required for the operation of our Websites. They include, for example, cookies that enable you to log into secure areas of our Websites.
- ✓ **Analytical/performance cookies:** They allow us to recognize and count the number of visitors and to see how visitors move around our Websites when they are using them. This helps us to improve the way our Websites work, for example, by ensuring that users are finding what they are looking for easily.
- ✓ **Functionality cookies:** These are used to recognize you when you return to our Websites. This enables us to personalize our content for you, greet you by name and remember your preferences (for example, your choice of language or region).

You can manage website cookies in your browser settings, and you always have the choice to change these settings by accepting, rejecting, or deleting cookies. If you choose to change your settings, you may find that certain functions and features will not work as intended.

Policy version 18 August 2020