

AR LIVE SYSTEMS – TERMS OF USE AND PRIVACY POLICY

Terms of Use

We, AR Live Systems Limited (“ARLS”), do not sell goods or provide services for monetary consideration directly through our website. In using our website, you agree to take notice of the following:

1. These terms of use (“Terms”) are effective as of 1 July 2021. By viewing this website, you acknowledge that you have notice of these terms of use and, in consideration of being able to access this website, you agree to be bound contractually by them.
2. This contract with ARLS sets out your rights and responsibilities when you use this website or any of our mobile apps and other services provided by ARLS (“the Services”) although you should note that any of the Services which are provided for monetary consideration may have separate terms and conditions that apply to them.
3. Please read the Terms carefully. By using any of the Services, even just by browsing, you are agreeing to the Terms. If you do not so agree, you may not use any of the Services.
4. The Terms are subject to the laws of England & Wales and the parties submit to the non-exclusive jurisdiction of the English Courts.
5. We may, from time to time, update the Terms. We shall notify changes by making a clear change to the Terms with a highlighted banner with the date of the change appearing at the top of the Terms. You should always review the Terms to be sure that you are aware of the latest changes and note that you will be deemed to be bound by them, regardless of whether or not you have taken notice of such changes. Your use of the Services after such changes constitutes your acceptance of those changes.
6. You may contact us by any of the following means:

AR Live Systems Limited

7 Balloo Court, Bangor BT19 7AT, United Kingdom

Tel: 028 9189 7576

Email: info@arlivesystems.com

7. By using the Services, you acknowledge our **Privacy Policy** (set out below) and you agree that we may process your data in the ways described therein.
8. You agree not to use the Services:
 - For any unlawful purpose;
 - For antisocial, discriminatory, blasphemous or other purposes which could reasonably be interpreted as being objectionable;
 - To breach any copyright or intellectual property rights generally;
 - For commercial purposes;
 - To alter in any manner the content on this website or to create any websites that purport to be an ARLS website or a website in any way connected to ARLS;

- To use the website in any manner to promote advertising or to raise money from advertising.
- 9. Our Privacy Policy details the way in which we use your personal information when you use the Services. By using the Services, you agree that we may process your personal information in the manner set out in that policy.
- 10. We do not guarantee that this website will be available at all times or any particular time. We do not guarantee that the Services will be available at all times or at any particular time. There may be interruptions. We do not guarantee the security of the Services, that they are free of defects or errors, that they are free of viruses and/or other harmful matter, or that the results of the Services will meet your expectations. You use the services purely at your own risk.
- 11. If ARLS should suffer any loss or damage or be subject to legal action as a result of your breach of any of these Terms of Use, you agree to indemnify ARLS and hold it harmless from all losses, costs and expenses howsoever thereby incurred.

***** End of Terms of Use *****

Privacy Policy

This privacy notice tells you what to expect us to do with your personal information when you make contact with us or use one of our services.

Background

By the nature of our business and the fact that we are not providing services to the general public, there is not likely to be very much personal information, other than the contact details you choose to share with us, arising when a potential client, invariably a business or public sector body, makes contact with us or decides to use our services. Should the contact lead to an engagement or agreement between us, this privacy policy may be supplanted in part or in whole by the terms of such agreement.

Legal Basis

In the course of our business, we rely on several of the legal bases set out in article 6(1) of the GDPR and UK-GDPR for processing data:

1. the data subject has given consent to the processing of his or her personal data for one or more specific purposes;
2. processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract;
3. processing is necessary for compliance with a legal obligation to which the controller is subject;

4. processing is necessary in order to protect the vital interests of the data subject or of another natural person;
5. processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller (the former only applies);
6. processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject which require protection of personal data, in particular where the data subject is a child.
7. In terms of the privacy policy of this website we rely on 6(1)(b) for business enquiries and 6(1)(a) for any other matters where you decide to contact us about and provide your personal data.

This is the legal basis, applicable in UK and EU, on which the details below rest.

Our disclosure to you

We'll tell you:

why we are able to process your information and what purpose we are processing it for - Your information is likely to be confined to your name and contact details. We will keep these details as a reference source for when we need to contact you.

how long we store it for - please see our retention policy below.

whether there are other recipients of your personal information and whether we intend to transfer it to another country - other than as described below, there should be no other recipients of your personal information and we have no intentions to transfer it to another country.

Data Controller

AR Live Systems Limited is the controller for the personal information we process where you use this site or make direct contact with us, unless otherwise stated.

There are many ways you can contact us, which may include by phone, email, live chat and post.

Our postal address: 7 Balloo Court, Bangor BT19 7AT

Telephone number: 028 9189 7576

Email info@arlivesystems.com

For general contact please use [\[link if you want to link to contact page\]](#)

Our Data Protection Officer is Bence Soltis. You can contact him at bence@arlivesystems.com or via our above address. Please mark the envelope 'Data Protection Officer'.

Sources of Data

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- You have made a business enquiry to us.
- You wish to attend, or have attended, an event.
- You have applied for a job or secondment with us.
- You are representing your organisation.

We may also receive personal information indirectly, in the following scenarios:

- From public authorities, regulators or law enforcement bodies.
- Where you have made your contact information available on your organisation's website and we use this to contact you and your organisation.
- Where you have made your contact information available on social media or business networking sites such as *Linked In*.
- We may undertake corporate credit reference agency checks as part of the process to determine the creditworthiness of an organisation.

YOUR RIGHTS AS AN INDIVIDUAL

Under UK and EU data protection law, you have rights we need to make you aware of. The rights available to you depend on our reason for processing your information.

■ Your right of access

You have the right to ask us for copies of your personal information. This right applies with very few exceptions.

■ Your right to rectification

You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete. This right always applies.

Your right to erasure

You have the right to ask us to erase your personal information in certain circumstances.

■ Your right to restriction of processing

You have the right to ask us to restrict the processing of your information in certain circumstances.

■ Your right to object to processing

You have the right to object to processing if we are able to process your information because the process is not in our legitimate interests.

■ Your right to data portability

This only applies to information you have given us. You have the right to ask that we transfer the information you gave us from one organisation to another, or give it to you. The right only applies if we are processing information based on your consent or under, or in talks about entering into a contract and the processing is automated.

You are not required to pay any charge for exercising your rights. We have one month to respond to you.

Please contact us at info@arlivesystems.com if you wish to make a request, or contact our helpline on 028 9189 7576.

■ RETENTION POLICY

■ How long we keep data

Our policy is to store your data only for as long as we have need of it. If, for example, you notify us that you have retired, we would, normally, delete your personal data. The only exception to this is where we are required by law to keep data for specified periods of time where, of course, we would not be able to delete data before the expiration of such periods. We regularly review our data retention to identify opportunities to delete superfluous data so that we are not keeping data for unnecessarily long periods. We do not share (except as may be required by law), market or sell your data.

We may use data processors who are third parties who provide elements of services for us. If this arises, we will have contracts in place with our data processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will not share your personal information with any organisation apart from us. They will hold it securely and retain it for the period we instruct.

In some circumstances, we are legally obliged to share information. For example, under a court order or where we are obliged to cooperate with authorities in handling complaints or investigations. In any scenario, we'll satisfy ourselves that we have a lawful basis on which to share the information and document our decision making and satisfy ourselves we have a legal basis on which to share the information.

Where we provide links to websites of other organisations, or where we act as a processor for other data controllers this privacy notice does not cover how that organisation processes personal information. We encourage you to read the privacy notices on the other websites you visit.

We work to high standards when it comes to processing your personal information. If you have queries or concerns, please contact us at info@arlivesystems.com and we'll respond within 30 days.

If you are dissatisfied you may complain to the ICO

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

They also have a contact page on their website: <https://ico.org.uk>.

We do not provide services directly to children or proactively collect their personal information.

How you may contact us in ways that result in personal information being disclosed to us

■ Contacting us by telephone

We don't audio record any calls, but we might make notes to help us answer your query. Other staff may also listen in during your call to assist or for training or quality assurance purposes. We would normally inform you when other parties are able to listen to your call.

We may hold statistical information about the calls we receive for a number of years, but this does not contain any personal data.

■ Social media

If you send a message via social media that needs a response from us, we may process it in our case management system as an [enquiry](#). We suggest you familiarise yourself with the privacy information of that platform.

■ Emailing us

Transport Layer Security (TLS) encrypts and protects email traffic. Most webmail such as Gmail and Hotmail use TLS by default.

We'll also monitor any emails sent to us, including file attachments, for viruses or malicious software. You must ensure that any email you send is within the bounds of the law.

Postal Service

You may send us personal information by means of postal delivery that needs a response from us, we may process it in our case management system as an [enquiry](#). We suggest you familiarise yourself with the privacy information of that platform.

Visiting us

We meet visitors at our offices, including:

- clients;
- external training providers;
- job applicants;
- suppliers and tradespeople;
- stakeholders; and
- public officials.

If your visit is planned, we'll send your name and visit information to reception before your visit – so that we may print a personalised badge for your arrival.

If you arrive without an appointment, you may be given a generic visitor badge.

You should wear a pass throughout your visit. Personalised badges will be destroyed when you leave the premises.

We may ask all visitors to sign in and out at reception and show a form of ID. The ID is for verification purposes only, we don't record this information.

Using our Website

■ Analytics

If we do collect personal data through our website, we'll be upfront about this. We'll make it clear when we collect personal information and we'll explain what we intend to do with it.

■ Cookies

We use a cookies tool on our website to gain consent for the optional cookies we use.

Cookies that are necessary for functionality, security and accessibility are set and are not deleted by the tool.

You can read more about how we use cookies, and how to change your cookies preferences, on our [Cookies page](#).

■ Security and performance

We use a third-party web application firewall from [name] to help maintain the security and performance of our website. The service checks that traffic to the site is behaving as would be expected. The service will block traffic that is not using the site as expected. To provide this service, [name] processes site visitors' IP addresses.

We host our website with [name and location] and keep traffic information for 12 months.

■ Purpose and lawful basis for processing

The purpose for implementing the above is to maintain and monitor the performance of our website and to constantly look to improve the site and the services it offers to our users.

■ What are your rights? - please see [‘Your rights as an individual’](#) above.

As we are processing your personal data for our legitimate interests as stated above, you have, nonetheless, the right to object to our processing of your personal data.

Closed-circuit television

Closed-circuit television (CCTV) operates both inside and outside the building for security purposes. The information is viewed by us is on a live feed and we don't normally record it.

The purpose for processing this information is for security and safety reasons.

Wi-Fi

We have Wi-Fi on site for the use of visitors. We'll provide you with the address and password.

We record the device address and will automatically allocate you an IP address whilst on site. We may also log traffic information in the form of sites visited, duration and date sent/received.

We don't ask you to agree to terms, just to the fact that we have no responsibility or control over your use of the internet while you are on site, and we don't ask you to provide any of your information to get this service.

The purpose for processing this information is to provide you with access to the internet whilst visiting our site.

Recording training sessions

We sometimes record audio and video of training sessions delivered by external training providers for distribution to staff not in attendance. We don't do this without the prior agreement of the training provider and no recordings are shared externally.

For information about how long we hold personal data, see our [retention policy](#).

■ Enquiries

When you contact us to make an enquiry, we may collect information, including your personal data, so that we can respond to it and fulfil any regulatory responsibilities.

■ What we need and why we need it

We need enough information from you to answer your enquiry. If you telephone us (or we telephone you), we won't make an audio recording of it and we won't necessarily need to take any personal information from you. But in certain circumstances we may make notes to provide you with a further service as required.

If you contact us via email or post, we'll need a return address for response.

■ What we do with it

We'll set up a case file on our case management system to record your enquiry and so we can get it to the correct area of the business to be dealt with. We'll also keep a record of our response. We use the information supplied to us to deal with the enquiry and any subsequent issues that may arise, and to check on the level of service we provide.

■ How long we keep it

For information about how long we hold personal data, see our [retention policy](#) above.

■ What are your rights?

We are acting in our pursuit of our lawful business interests to respond to your enquiry, so you have the right to object to our processing of your personal data. Please see '[Your rights as an individual](#)' above.

■ Do we use any data processors? Only in terms of those providing internet services and data storage services.

■ Applying for a job or secondment

■ This explains the purpose and lawful basis for processing any data that you provide.

Our purpose for processing this information is to assess your suitability for a role you have applied for and to help us develop and improve our recruitment process.

If you provide us with any information about reasonable adjustments you require under the Equality Act 2010, the lawful basis we rely on for processing this information is article 6(1)(c) to comply with our legal obligations under the Act.

The lawful basis we rely on to process any information you provide as part of your application which is special category data, such as health, religious or ethnicity information is article 9(2)(b) of the UK GDPR, which relates to our obligations in employment and the safeguarding of your fundamental rights. And Schedule 1 part 1(1) of the DPA 2018 which again relates to processing for employment purposes.

We process information about applicant criminal convictions and offences. The lawful basis we rely upon to process this data are Article 6(1)(e) for legitimate business interests. In addition, we rely on the processing condition at Schedule 1 part 2 paragraph 6(2)(a).

■ What will we do with the information you give us?

We'll use information you provide during the recruitment process to progress your application with a view to offering you an employment contract with us, or to fulfil legal or regulatory requirements if necessary.

We will not share any of the information you provide with any third parties for marketing purposes.

We'll use the contact details you give us to contact you to progress your application. We may also contact you to request your feedback about our recruitment process. We'll use the other information you provide to assess your suitability for the role.

■ What information do we ask for, and why?

We do not collect more information than we need to fulfil our stated purposes and will not keep it longer than necessary.

The information we ask for is used to assess your suitability for employment. You don't have to provide what we ask for but it may affect your application if you don't.

We will use any feedback you provide about our recruitment process to develop and improve our future recruitment campaigns.

■ Application stage

You can submit your application to us without the need to create an account.

We may ask you for your personal details including name and contact details. We'll also ask you about previous experience, education, referees and for answers to questions relevant to the role. Our recruitment team will have access to all this information.

You may also be asked to provide equal opportunities information. This is not mandatory – if you don't provide it, it won't affect your application. We won't make the information available to any staff outside our recruitment team, including hiring managers, in a way that can identify you. Any information you provide will be used to produce and monitor equal opportunities statistics.

■ Shortlisting

Our hiring managers may shortlist applications for interview. They will not be provided with your name or contact details or with your equal opportunities information if you have provided it.

■ Assessments

We may ask you to participate in assessment days; complete tests or occupational personality profile questionnaires; attend an interview; or a combination of these. Information will be generated by you and by us. For example, you might complete a written test or we might take interview notes. This information is held by us.

If you are unsuccessful after assessment for the role, we may ask if you would like your details retained in our talent pool. If you say yes, we may proactively contact you should any further suitable vacancies arise.

■ Conditional offer

If we make a conditional offer of employment, we'll ask you for information so that we can carry out pre-employment checks. You must successfully complete pre-employment checks to progress to a final offer. We must confirm the identity of our staff and their right to work in the United Kingdom, and seek assurance as to their trustworthiness, integrity and reliability.

You must therefore provide:

- proof of your identity – you will be asked to attend our office with original documents; we'll take copies.
- proof of your qualifications – you will be asked to attend our office with original documents; we'll take copies.
- a criminal records declaration to declare any unspent convictions.
- your email address and/or telephone number.

- We'll contact your referees, using the details you provide in your application, directly to obtain references.
- We'll also ask you to complete a questionnaire about your health to establish your fitness to work.
- We'll also ask you about any reasonable adjustments you may require under the Equality Act 2010.

If we make a final offer, we'll also ask you for the following:

- bank details – to process salary payments.
- emergency contact details – so we know who to contact in case you have an emergency at work.
- any membership of a pension scheme.

■ After your start date

Some roles require a higher level of security clearance – this will be clear on the advert or job description (or both). If so, you may be asked to submit information to the appropriate public body that checks people for this purpose. We are a certified Commercial and Government Agency Entity (CAGE and NCAGE), and we are required to take certain measures to conform to that status.

If you are not cleared by that body, we will not be told the reasons but we may need to review your suitability for the role or how you perform your duties.

Our Code of Conduct requires all staff to declare if they have any potential conflicts of interest. If you complete a declaration, the information will be held on your personnel file. You will also need to declare any secondary employment.

■ Secondments

We may offer opportunities for people to come and work with us on a secondment basis. We accept applications from individuals or organisations who think they could benefit from their staff working with us.

Applications are sent directly to us. Once we have considered your application, if we are interested in speaking to you further, we'll contact you using the details you give.

We may ask you to provide more information about your skills and experience or invite you to an interview.

If we do not have any suitable work at the time, we'll let you know but we may ask if you would like us to retain your application so that we can proactively contact you about possible opportunities in the future. If you say yes, we'll keep your application for six months.

If you are seconded to us, you will be expected to adhere to a confidentiality agreement and code of conduct, which will be agreed with your organisation.

We may also ask you to complete our pre-employment checks or to obtain security clearance via the National Security Vetting process – both of which are described in this notice. Whether you need to do this will depend on the type of work you will be doing for us.

We ask for this information so that we fulfil our obligations to avoid conflicts of interest and to protect the information we hold.

■ How long is the information kept for?

For information about how long we hold personal data, see our [retention policy](#) above.

■ How we make decisions about recruitment

Final recruitment decisions are made by hiring managers and members of our recruitment team. We take account of all the information gathered during the application process.

Any online testing is marked and a result is generated automatically. However, if you wish to challenge the mark you have received, the result can be checked manually.

You can ask about decisions on your application by speaking to your contact in our recruitment team.

■ Your rights

As an individual, you have certain rights regarding your own personal data.

For more information on your rights, please see [‘Your rights as an individual’](#) above.

Do we use any data processors? Not otherwise than is described elsewhere in this document.

Attending an event, seminar or workshop or completing a survey

The purpose and lawful basis for processing data/information

Our purpose for collecting this information is so we can facilitate the event and provide you with an acceptable service.

The lawful basis we rely on for processing your personal data is your consent under article 6(1)(a) of the UK GDPR. When we collect any information about dietary or access requirements, we also need your consent (under article 9(2)(a)) as this type of information is classed as special category data.

■ What we need

If you wish to attend one of our events, you will be asked to provide your contact information including your organisation’s name and, if offered a place, information about any dietary requirements or access provisions you may need. We may also ask for payment if there is a charge to attend.

■ Why we need it

We use this information to facilitate the event and provide you with an acceptable service. We also need this information so we can respond to you.

■ What we do with it

If you are not successful in securing a place, we'll let you know and hold your details on a reserve list in case a place becomes available.

If you are allocated places at an event, we'll ask for information about any dietary/access requirements. We don't share this information in any identifiable way with the venue, and we delete it after the event.

We don't publish delegate lists for events.

■ How long we keep it

For information about how long we hold personal data, see our [retention policy](#) above.

■ What are your rights?

We rely on your consent to process the personal data you give us to facilitate the event. This means you have the right to withdraw your consent at any time. If at any point you want to withdraw your consent please [email](#) us. If you do that, we'll update our records immediately to reflect your wishes.

For more information on your rights, please see ['Your rights as an individual'](#) above.

■ Do we use any data processors? Not except as otherwise disclosed herein.

We may sometimes charge a fee to attend an event. If this happens, our communications about the event will provide details of the data processor, if any, we use to collect payments.

■ If you make an information request

The purpose and lawful basis for processing data/information.

Our purpose for processing your personal data is so we can fulfil your information request to us.

■ What we need and why we need it

We need information from you to respond to you and to locate the information you are looking for. This enables us to comply with our legal obligations under the legislation we may be subject to:

■ What we do with it

When we receive a request from you, we'll set up an electronic case file containing the details of your request. This normally includes your contact details

and any other information you have given us. We'll also store on this case file a copy of the information that falls within the scope of your request.

If you are making a request about your personal data or are acting on behalf of someone making such a request, then we'll ask for information to satisfy us of your identity. If it's relevant, we'll also ask for information to show you have authority to act on someone else's behalf.

We'll use the information supplied to us to process your information request and check on the level of service we provide.

If the request is about information we have received from another organisation – regarding a complaint, for example – we'll routinely consult the organisation/s concerned to seek their view on disclosure of the material.

■ How long we keep it

For information about how long we hold personal data, see our [retention policy](#) above.

■ What are your rights?

For more information on your rights, please see [‘Your rights as an individual’](#) above.

■ Do we use any data processors?

No – we do not use data processors for the above except as otherwise disclosed herein.

■ Communicating with us as a business

We hold the names and contact details of individuals acting in their capacity as representatives of their organisations, across the business.

Effective Date

This privacy policy is effective as of 3 July 2021.

Our privacy policy describes how we capture and use the personal information that we gather about visitors to this website and users of our products and services. Please read the following carefully to understand our views and practices regarding your personal information and how we will treat it.

Note: if you are a resident of the State of California, please also refer to our Supplemental Privacy Policy for California Residents, available [here](#), which provides further information and describes additional rights arising under the California Consumer Privacy Act (“CCPA”).

Privacy policy if you use our products and services, or visit our website

Our full privacy policy is below. In summary:

- Any Survey Data we may acquire on you is your information. We will only process it to provide our products and services to you.
- For all other information, we will only use the information that you provide to us or that we collect about you as described in this privacy policy, including to provide our products and services, to respond to your enquiries and to protect and improve our products, services and website.
- We may use your information to send you marketing or product information communications. You can ask us to stop doing this at any time. You have other rights in relation to your personal information, such as the rights to access, amend or request the deletion of personal information that we hold about you, or in some cases to object to our use of it.
- We only share your information in limited circumstances, as we describe below.
- We apply high standards of security to all information that we hold so that our information security policies and procedures follow industry best practice.

The information we collect about you

We collect information about you when you provide it to us (as described above), when you use our products, services and website, and when other sources provide it to us, as follows:

Account information: where you subscribe to our products or services, or create an account with us, we collect information from you such as your name and email address, username, phone number, address and organization. We also ask for and collect personal information such as an email address and name from any individual that you authorize to use our products or services.

Billing information: where you need to make a payment to us for our products or services, we collect your billing details, including a billing address and financial and payment information.

Information that you provide to us: we collect the information that you give to us, as described in more detail above., including

- contact us by phone, post, email, online chat or otherwise.
- fill in forms on our website.
- register to use our website.
- sign up for any newsletters and promotions.
- respond to a survey run by ourselves (e.g., to get feedback on our own services and training courses).
- register or attend one of our events or training courses.
- participate in forums on our website.
- contact us for customer support.

Technical information: we collect information relating to your interaction with our products, services and website, including the type of browser and/or device

used, operating system, files viewed, date/time stamp, referrer page and IP address.

Usage information: we may collect information about your usage of our products and services, including the version of any of our software that you are using and the number of users of that software. We also collect information about your use of our website including which webpages you view, the services you view or search for, your referring and exit pages, the length of visits to certain pages and the times and dates of these actions.

Cookies: we use cookies to distinguish you from other users of our products, services and website. This helps us to improve our website's performance and your experience of using our website. You can control the use of cookies at the individual browser level. Some of those cookies are necessary for the use of our services. If you reject cookies, you can still use our website, but your ability to use some features or areas of our website may be limited. For more information on the cookies we use and the purposes for which we use them see 'our [Cookies' policy](#).

Web beacons: when we send you emails, we may include a web beacon to allow us to determine the number of people who open our emails and information such as when and how many times the email was viewed, whether any links were clicked on, whether the email was forwarded, your geographic location and browser and device type. This helps us to measure the effectiveness of our email campaigns. When you click on a link in an email, we may record this individual response to customize our offerings to you. Web beacons can be refused when delivered via email. If you do not wish to receive web beacons via email, you will need to disable HTML images or refuse HTML emails via your email software, but please note that this is likely to reduce the functionality of such emails.

Social media features and widgets: our website includes social media features, such as the Facebook Like button and widgets, such as the Share button or interactive mini-programs that run on our website. These features may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our website. Your interactions with these features are governed by the privacy policy of the company providing them.

Third party services: if you choose to enable or connect to a third party application or service in conjunction with our products and services, that third party service may make certain information about you available to us, for example your name and email address in order to authenticate you. You should check your privacy settings on these third party services to understand and control the information provided to us through these services.

Information from other users: other users of our products or services may provide us with information about you. For example, when another individual authorizes you to use our products and services, they will provide us with your name and email address, or an individual in your organization may provide us with your contact information if they designate you as the billing or technical contact on your organization's account.

Survey Data: if you are a customer using our survey products and services you may upload contact information of potential survey respondents to our products and services and we may collect your survey response data for you. You remain the data controller of this Survey Data and we process it solely in accordance with the agreement between us.

How we use your information

We use the information that we hold about you in the following ways.

This section does not relate to your Survey Data – we process this only in accordance with your instructions and our agreement with you.

Providing our products and services: we use your information to provide you with the products and services which you have subscribed to or requested. This may include providing you with customer support and with the benefits of any auto-update feature associated with the relevant product or service. This processing is necessary to perform our contract with you for these products and services.

To collect payment: we use your information to collect fees due to us for your use of our products and services, in accordance with our legitimate interests of collecting revenue.

Responding to enquiries: we will use your contact information and any information that you send to us to respond to your questions, requests for information or complaints. Depending on the nature of your enquiry, we may do this on the basis of performing our contract with you, our legal obligations, or our legitimate interests of providing you with the best service and understanding how we can improve our products and services based on your experience.

Third party services: where you choose to enable or connect to a third party application or service, we use the information provided about you by that application or service to enable it to work in conjunction with our products or services.

To protect our business, products, services and website: we will use your information in accordance with our legitimate interests of administering and maintaining our systems and ensuring network and information security, for example to prevent unauthorized access to our networks, to investigate faults, to control the abuse of our products or services, to prevent denial of service attacks and to monitor system usage and server load.

To develop, test and improve our products, services and website: we will use your information about how you use our products, services and website to improve the user experience for our users, for example to ensure we are offering appropriate features, supporting appropriate browsers and devices and to ensure our website content is presented in the most effective manner. We do this on the basis of your consent to our use of cookies and in accordance with our legitimate interests of developing our existing products, services and website, understanding how we can continue to improve them, and creating new products and services.

Monitoring and enforcing our rights: we may use your information to ensure that you are using our products and services in accordance with the terms on which they are supplied, and to enforce those terms, our website terms of use, or other relevant agreements that we have with you, in accordance with our legitimate interests of being able to enforce our rights.

Legal requests: we may need to use your information to comply with a legal obligation such as to respond to a court order or a request from a supervisory authority or government, or to prevent fraud.

Notifications: we will use your information to send you communications which are required by law or to notify you of changes to our terms or this privacy policy, or changes (permanent or temporary) to our products or services. Such messages will not include any promotional content. Depending on the nature of the communication we may do this on the basis of performing our contract with you or complying with our legal obligations.

Surveys and feedback requests: we may use your information to invite you to participate in surveys run by us on our own behalf, for example to invite your feedback on our products, services and website. These communications will not contain any promotional content and will be sent on the basis of our legitimate interests of improving our products, services and website. However, if you would prefer not to receive such communications, please contact us at: info@arlivesystems.com

Marketing: we may use your information to provide you with information about our products and services, offers and events that we consider may be of interest to you. This information will relate to our own products and services only, and we will not provide your information to third parties for marketing purposes. We send these communications either on the basis of your consent (where you have specifically consented to receiving such communications) or in accordance with our legitimate interests of growing our business.

You may stop receiving marketing communications from us at any time. To withdraw your consent or to opt-out of receiving marketing communications, you may contact us at info@arlivesystems.com or follow the unsubscribe instructions contained in the communication itself.

Legal Basis. If you have any questions about or require further information concerning the legal basis on which we collect and use your information, including regarding our legitimate interests, please contact us.

Who we share your information with

We will only disclose your information in the circumstances below:

Our service providers: we may disclose your information to our third party service providers. In each case we have agreements in place with the service provider to ensure that they provide appropriate protection for your information and to ensure that they are only permitted to use your information in accordance with our instructions and as necessary to provide the relevant service to us.

For example, we may engage third parties to provide the following services:

- hosting our online survey services and our website.
- sending our customer communications.
- providing an online chat service.
- provide analytics information.
- manage credit card processing.

Professional advisers: we may need to disclose your information to our professional advisers, including our lawyers, bankers, auditors and insurers.

Compliance with legal obligations and enforcement of our rights: we may also have to disclose your information if this is reasonably required to:

- comply with any applicable law, regulation or legal process or to respond to a request from a government or a regulatory body.
- enforce our agreements, policies and website terms of use.
- protect the security or integrity of our products and services.

Other users within your organization: where your organization purchases products or services from us covering multiple authorized users and contacts, we may disclose your information to other users within your organization, for example to verify licensing and billing information.

Links to other websites

This privacy policy covers our products, services and website. Our website may contain links to and from third party websites. The information practices and the content of such other websites are governed by the privacy policy of that website. If you click on a link to those websites, you will leave our website to go to the website that you selected. Please note that we cannot accept responsibility or liability for any use of your personal information by such third parties, and we cannot guarantee that they will adhere to the same privacy practices as us. We encourage you to review the privacy policies of any third party before you submit any personal data to them.

Updating your information

If you wish to update, amend, correct or request deletion of your personal information you may do so by emailing bence@arlivesystems.com. We will respond to your request within one month.

Your rights as a data subject

Your right to access - at your request we will provide you with information about whether we hold any of your personal information and provide a copy of this information to you. To request this information please contact bence@arlivesystems.com. You may update, amend, correct or request deletion of your personal information as described above.

If you are from the EEA or the UK you may have the right to exercise additional rights available to you. Please refer to the section *Your Rights as an Individual* above.

You also have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority. In the UK, this is the Information Commissioner's Office <https://ico.org.uk/>. A list of EU Supervisory Authorities is available here: http://ec.europa.eu/justice/data-protection/bodies/authorities/index_en.htm.

How long we keep your information

We will retain your information for as long as needed to provide our products or services or otherwise fulfil the purposes described in this policy, including for the purposes of satisfying any legal, accounting or reporting requirements. If you wish to delete your personal information at any time, please contact bence@arlivesystems.com. If we are unable to comply with that request, for example because we need to retain some or all of your information to comply with a legal obligation, we will let you know and will explain why.

Security of your information

We take the security of your information extremely seriously and our information security policies and procedures follow industry best practice.

All information that you provide to us is stored on secure servers. When you enter personal information within a customer login area of the site, we encrypt that information using transport layer security (TLS). Where you use a password to access certain areas of our website and services you are responsible for keeping this password confidential.

International transfers of information

Your information may also be processed by some of our third party service providers which may operate outside of the EEA or the UK and therefore in countries which may not provide for the same level of data protection as the EEA. Whenever we transfer your information out of the EEA or the UK, we ensure that a similar degree of protection is afforded to it, for example by putting in place appropriate contractual terms including where relevant standard contractual clauses.

Changes to our privacy policy

We may change this privacy policy from time to time. We will post any privacy policy changes on this page and, if the changes are significant, we will post a notice on the homepage of our website, the login screens for our services, and/or we will send an email notification to our account holders. We will also keep prior versions of this policy in archive for your review.

Last updated 5 July 2021.

