### **Privacy Policy (GDPR compliant)**

At Dinggly Ltd, we're committed to protecting and respecting your privacy.

This Policy explains when and why we collect personal information about people who visit our website, how we use it, the conditions under which we may disclose it to others and how we keep it secure.

We may change this Policy from time to time so please check this page occasionally to ensure that you're happy with any changes. By using our website, you're agreeing to be bound by this Policy.

Any questions regarding this Policy and our privacy practices should be sent by email to <u>ed.dayan@dinggly.com</u> or in writing to 37 Priory Quay, Quay Road, Christchurch, Dorset. BH23 1DR.

#### Who are we?

We're Dinggly Ltd, a digital, cloud based intelligent paging system. Dinggly Ltd is a registered company 07854667. The registered address is 37 Priory Quay, Quay Road, Christchurch, Dorset. BH23 1DR. The Dinggly Group comprises of Dinggly Ltd and Dinggly Asia Pte Ltd.

### How do we collect information from you?

We obtain information about you when you use our website, when you contact us about products and services, or if you register to become a customer or partner.

### What type of information is collected from you?

The personal information we collect might include your name, address, email address, IP address, and information regarding what pages are accessed and when.

#### Why we collect your information

When you visit our website we collect standard internet log information that helps us to analyse details, such as number of visitors to the site and patterns in visitor behaviour, which enable us to improve the user experience. We collect this information in a way that does not identify anyone.

If you visit certain areas of this site you may be asked to provide us with personal data, such as names, addresses, telephone and fax numbers and/or email addresses. We will make it clear when we collect personal information and will explain what we intend to do with it.

#### How is your information used?

We may use your information to:

- process orders that you have submitted;
- to carry out our obligations arising from any contracts entered into by you and us;
- seek your views or comments on the services we provide;
- notify you of changes to our services;
- send you communications which you have requested and that may be of interest to you.

# Retention of Data

We review our retention periods for personal information on a regular basis. We are legally required to hold some types of information to fulfil our statutory obligations. We will hold your personal information on our systems for as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us.

All data that we retain is protected in accordance with best industry practice, including password protection, data encryption and firewalls.

### Who has access to your information?

We will not sell or rent your information to third parties.

We will not share your information with third parties for marketing purposes.

Third Party Service Providers working on our behalf: We may pass your information to our third party service providers, agents subcontractors and other associated organisations for the purposes of completing tasks and providing services to you on our behalf (for example send you mailings or when you purchase one of our products or services). However, when we use third party service providers, we disclose only the personal information that is necessary to deliver the service and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please be reassured that we will not release your information to third parties for them to use for their own direct marketing purposes, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of prevention of fraud or other crime.

We may transfer your personal information to a third party as part of a sale of some or all of our business and assets to any third party or as part of any business restructuring or reorganisation, or if we're under a duty to disclose or share your personal data in order to comply with any legal obligation or to enforce or apply our terms of use or to protect the rights, property or safety of our supporters and customers. However, we will take steps with the aim of ensuring that your privacy rights continue to be protected.

# Your choices

You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications from us about the work we do and our exciting

products and services, then you can select your choices by ticking the relevant boxes situated on the form on which we collect your information.

We will not contact you for marketing purposes by email, phone or text message unless you have given your prior consent. We will not contact you for marketing purposes by post if you have indicated that you do not wish to be contacted. You can change your marketing preferences at any time by contacting us by email: ed.dayan@dinggly.com.

# How you can access and update your information

The accuracy of your information is important to us. We're working on ways to make it easier for you to review and correct the information that we hold about you. In the meantime, if you change email address, or any of the other information we hold is inaccurate or out of date, please email us at: ed.dayan@dinggly.com or write to us at: 37 Priory Quay, Quay Road, Christchurch, Dorset. BH23 1DR.

You have the right to ask for a copy of the information Dinggly Ltd hold about you. If you require this information, please email us at: ed.dayan@dinggly.com, or write to us at: 37 Priory Quay, Quay Road, Christchurch, Dorset. BH23 1DR. We will respond within 30 days.

If you feel that the way we are handling or using your data is causing you damage or distress or if you have any other complaints please contact us at: ed.dayan@dinggly.com, or write to us at: 37 Priory Quay, Quay Road, Christchurch, Dorset. BH23 1DR and we will endeavour to rectify the situation.

Finally, if you no longer wish to hear from us, then please contact us at: ed.dayan@dinggly.com, or write to us at: 37 Priory Quay, Quay Road, Christchurch, Dorset. BH23 1DR and we will endeavour to rectify the situation.

# Security precautions in place to protect the loss, misuse or alteration of your

Non-sensitive details (your email address etc.) are transmitted normally over the Internet, and this can never be guaranteed to be 100% secure. As a result, while we strive to protect your personal information, we cannot guarantee the security of any information you transmit to us, and you do so at your own risk. Once we receive your information, we make our best effort to ensure its security on our systems. Where we have given (or where you have chosen) a password which enables you to access certain parts of our websites, you are responsible for keeping this password confidential. We ask you not to share your password with anyone.

#### **Profiling**

We may analyse your personal information to create a profile of your interests and preferences so that we can contact you with information relevant to you. We may make use of additional information about you when it is available from external sources to help us do this effectively. We may also use your personal information to detect and reduce fraud and credit risk.

#### Use of 'cookies'

Like many other websites, the Dinggly Ltd website uses cookies. 'Cookies' are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns and do not identify you as an individual. For example, we use cookies to store your country preference. This helps us to improve our website and deliver a better more personalised service.

It is possible to switch off cookies by setting your browser preferences. For more information on how to switch off cookies on your computer, visit our full cookies policy. Turning cookies off may result in a loss of functionality when using our website.

### Links to other websites

Our website may contain links to other websites run by other organisations. This privacy policy applies only to our website, so we encourage you to read the privacy statements on the other websites you visit. We cannot be responsible for the privacy policies and practices of other sites even if you access them using links from our website.

In addition, if you linked to our website from a third party site, we cannot be responsible for the privacy policies and practices of the owners and operators of that third party site and recommend that you check the policy of that third party site.

# <u>16 or Under</u>

We are concerned to protect the privacy of children aged 16 or under. If you are aged 16 or under, please get your parent/guardian's permission beforehand whenever you provide us with personal information.

# Transferring your information outside of Europe

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to the UK. By submitting your personal data, you're agreeing to this transfer, storing or processing. If we transfer your information outside of the EU in this way, we will take steps to ensure that appropriate security measures are taken with the aim of ensuring that your privacy rights continue to be protected as outlined in this Policy.

If you use our services while you are outside the EU, your information may be transferred outside the EU in order to provide you with those services.

#### Website recording

Our web site may also use website recording services such as Google Analytics, HotJar and Inspectlet. These services may record mouse clicks, mouse movements, page scrolling and any text keyed into website forms. The information collected does not include bank details or any sensitive personal data. Data collected by these services is for Dinggly Ltd's internal use only. The information collected is used to improve our website usability and is stored and used for aggregated and statistical reporting.

# Review of this Policy

We keep this Policy under regular review. This Policy was last updated in May 2018.