

# Privacy Policy

Protecting your personal details on our website is of the utmost importance to us at Geolytix.

**Last updated: 29th September 2021**

Geolytix knows that you care how information about you is used and shared and we appreciate your trust in us to do that carefully and sensibly.

This policy sets out how Geolytix uses the personal information we collect and receive about you.

We respect the EU's General Data Protection Regulations (GDPR) and this policy explains how we collect and treat any information you give us. You won't find any complicated legal terms or long passages of unreadable text.

We value your privacy as much as we do our own, so we're committed to keeping your personal and business information safe. We'll never use your personal information for any reason other than why you gave it, and we'll never give anyone access to it unless we're forced to by law.

## **Our Details**

Geolytix Ltd (Company number 9511651) is registered at our London office: Unit 117, Finsbury Business Centre, 40 Bowling Green Lane, EC1R 0NE.

Our CEO is Blair Freebairn, COO is Sarah Hitchcock and our Data Controller & Security Officer is Neil Farricker.

You can contact us on [info@geolytix.com](mailto:info@geolytix.com) or phone +44 (0)207 415 7043.

We are committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using this website, then you can be assured that it will only be used in accordance with this privacy statement.

We may change this policy from time to time by updating this page. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from June 2021.

### **Information You Provide to Us**

**Personal data:** to be able to contact you, we need your name, email address and contact details.

**Communications with us:** you may provide information when contacting us for support, or speaking with us via LinkedIn or Twitter, and we may keep records of that communication.

If you do not want Geolytix to store your information you may tell us at any time by emailing [info@geolytix.com](mailto:info@geolytix.com)

### **Information we collect automatically**

In running and maintaining our website and Geolytix products we may collect and process the following data about you:

- **Analytics data:** Information about your use of our site including details of your visits such as pages viewed and the resources that you access. Such information includes traffic data, location data, and other communication data.
- **Enquiry data:** We ask for contact information including your

name, email address, and phone number, on our website so that we can reply to your enquiry.

- Account data: We ask for your account and contact information when you license or buy something from us.

Occasionally, we might receive your contact information from one of our partners. If we do, we protect it in exactly the same way as if you give it to us directly.

### **Ways we use Personal Information**

We require this information to understand your needs and provide you with a better service, and in particular for the following reasons:

- Internal record keeping.
- Provide and deliver products or services, including software updates.
- We may use the information to improve our products and services.
- We may periodically send promotional emails about new products, special offers or other information which we think you may find interesting using the email address which you have provided.
- From time to time, we may also use your information to contact you for market research purposes. We may contact you by email or phone. We may use the information to customise the website according to your interests.
- We are physically located in the United Kingdom. Our server is hosted in the European Union by the hosting company Digital Ocean, and backed up in Frankfurt.
- In operating our website it may become necessary to transfer data that we collect from you to locations outside of the European Union for processing and storing. By providing your personal data to us, you agree to this transfer, storing or processing. We do our utmost to ensure that all reasonable

steps are taken to make sure that your data is treated and stored securely.

## **Security**

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information we collect online.

However, you should know that no company, including Geolytix, can fully eliminate security risks associated with personal information. To help protect yourself, use a strong password, do not use the same passwords to access your Geolytix MAPP accounts that you use with other accounts or services, and protect your usernames and passwords to help prevent others from accessing your accounts and services.

In the interest of transparency the following details the third party services, we use to provide our service to you:

Google (including Google Analytics)  
Hubspot  
Quickbooks  
Digital Ocean  
Amazon AWS  
Vercel

## **How We Use Cookies**

A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences.

We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system.

Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us.

You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

## **Your information**

We use the information that we collect from you to provide our products and services to you. In addition to this we may use the information for one or more of the following purposes:

- To provide information to you that you request from us relating to our products or services.
- To provide information to you relating to other products that

may be of interest to you. Such additional information will only be provided where you have consented to receive such information.

- To inform you of any changes to our website, services or goods and products.
- If you have previously purchased from us we may provide to you details of similar goods or services, or other goods and services, that you may be interested in.
- All marketing emails sent by us will have a clear unsubscribe link. We do not pass on your information to third parties for use in their own marketing at any time.

## **Links to Other Sites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at the privacy statement applicable to the website in question.

## **Controlling your Personal Information**

You may choose to restrict the collection or use of your personal information in the following ways:

If you want to opt out of marketing emails, you may do so by clicking unsubscribe in the email, or by emailing us at [info@geolytix.com](mailto:info@geolytix.com). If you are an existing customer and you opt out of marketing emails then we will still send you transactional emails.

Transactional emails are necessary communications about your

accounts and our business dealings with you, such as renewals and updates, and, as allowed by applicable law, requests for your participation in surveys.

We will not sell, distribute or lease your personal information to third parties unless we have your permission or are required by law to do so.

You may request details of personal information which we hold about you under the Data Protection Act 1998. A small fee will be payable. If you would like a copy of the information held on you please write to us.

If you believe that any information we are holding on you is incorrect or incomplete, please write to or email us as soon as possible, at the above office address. We will promptly correct any information found to be incorrect.

### **The steps we take to keep your information private**

Where we store your information in third-party services, we restrict access only to people who need it. We store passwords in a kdbx (keepass) compliant file stored in our corporate google drive folder. Designated employees use keepass (windows) or keeweb (unix) for access. These are encrypted password managers which use a different, randomly generated password for each service, and never use the same password twice.

The computers we use are protected by a passcode, fingerprint or strong password and have Bitlocker and Norton Anti-Virus installed. Our mobile devices are also protected by a fingerprint or passcode.

## **Removing your information**

At any point, you may delete your account, however as this is potentially very destructive (removing license authorisations for any sites you hold) we ask that you contact us if you wish to request this. We will also remove data linked to you stored with our third parties.

## **How to complain**

We take complaints very seriously. If you've any reason to complain about the ways we handle your privacy, please email us at [info@geolytix.com](mailto:info@geolytix.com). If you're the letter writing type, send your envelope to Sarah Hitchcock, Unit 117, Finsbury Business Centre, 40 Bowling Green Lane, EC1R 0NE.

## **Changes to the policy**

If we change the contents of this policy, those changes will become effective the moment we publish them on our website.