

Privacy and Cookie Policy

Quick links:

Who are we?
What we collect and why
Retention
Security
Links to other websites
Your rights
Exercising your rights
How we use Cookies

Who are we?

Zappify is a trading style of Zappify Limited. This privacy policy sets out how Zappify Limited uses and protects any information that you give Zappify Limited.

Zappify Limited is 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 or contacting us directly, then you can be assured that it will only be used in accordance with this privacy statement.

What we collect and why

Personal data is any information that can on its own, or in conjunction with other information, be used to identify you or your customers. For the fulfilment of our services we may hold the following information:

- Name, email address and telephone number of you and or your clients for use with the virtual business card and exhibition desk;
- Job role, place of work and or home address of you and or your clients if they are the same location;
- Payment information when signing up for a subscription to our products and services;
- Contact information for the handling of correspondence or complaints
- We will only use your details for marketing with your explicit consent, if this is provided we will use your email address.

It is expressed in our terms and conditions that any person or business using our products will not use them to market the products and services of third parties.

Lawful basis for processing:

Under Article 6 of UKGDPR we must have a valid reason for using your personal data, this is referred to as a lawful basis for processing personal data. For the purposes of providing our services we will be relying on the following lawful bases for processing:

The performance of a **contract** – Article 6(1)(b);

By providing your personal data as part of signing up to one of our products you are entering into a contract with us. We will only use the personal data you provide for this purpose.

With your explicit **consent** – Article 6(1)(a).

If you agree to us sending you communications on new products and news from Zappify we will only use your name and contact information for this purpose. If you no longer wish to receive these communications from us please get in touch with us, see exercising your rights section below.

Retention

We will retain your personal information for a minimum amount of time and only for the duration of the time you use our services.

There may be times when we are legally required to retain your personal data for longer.

Security

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

Your personal data is stored on a secure cloud server in the UK and we will never store this information outside of the UK or EEA without undertaking appropriate organisational and technical checks. All activities on the site are transacted under HTTPS meaning your data is encrypted upon transmission.

Links to other websites

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.

Your rights

The UKGDPR allows you as the individual control over how your personal data is used and by whom. These rights are listed below along with how you can exercise your rights with

us. We aim to respond to these requests as quickly as possible and within statutory requirements.

Right to request your information – You are entitled to receive copies of all of the information we hold about you.

Right to erasure – This right allows you to request that we delete your personal data in certain circumstance.

Right to rectification – We will make efforts to ensure that the information we hold about you is accurate and complete, this right allows you to request that inaccurate data is corrected or incomplete data is completed.

Right to object to processing – You have the right to stop us from processing your personal data in certain limited circumstances and it must be noted that to do so may limit the provision of our services to you as the customer.

Right to data portability – This gives you the right to ask us to transfer the information we hold about you to another organisation in certain circumstances.

The UKGDPR gives us one calendar month to respond to your request once we have received it and are satisfied we can identify you (this may be in the form of providing ID to confirm your identity).

Exercising your rights

To exercise your rights under UKGDPR and DPA18, including unsubscribing from marketing emails, please get in touch via the following contact details:

The Data Controller,
Zappify Limited,
Frog Hall,
Hawkshaw,
Lancashire,
BL8 4JY.

You can email us at – info@zappify.co.uk

If you are not satisfied with how your personal data is being handled you have the right to raise a complaint with the regulator, please contact:

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

Email – www.ico.org.uk

We would welcome the opportunity to deal with your concerns in the first instance, as such if you are not satisfied please get in touch at: info@zappify.co.uk.

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 analyze 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 analyze 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.

Version history

Zappify Limited may change this policy from time to time. You should check this page from time to time to ensure that you are happy with any changes. This policy is effective from 19 May 2022.

Document title	Privacy policy
Version number	1.1
Review timeframe	Every 3 years or after legislative changes

Version number	Summary of update	Date of changes/ effective from date
V1.1	Published updated version	May 2022
V0.2	Full review and update in line with current legislation	February 2022
V0.1	Original privacy information	January 2021