

Privacy Policy for EQUUS Innovation Ltd. Software Use



Effective Date: 18th April 2024

1. Introduction

EQUUS Innovation Ltd. ("we", "us", or "our") respects the privacy of our users ("user" or "you"). This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you visit our mobile application. Please read this privacy policy carefully. If you do not agree with the terms of this privacy policy, please do not access the application.

2. Collection of Your Information

We may collect information about you in a variety of ways. The information we may collect via the Application includes:

Personal Data: Personally identifiable information, such as your name, email address, and telephone number, that you voluntarily give to us when you register with the Application or when you choose to participate in various activities related to the Application.

Derivative Data: Information our servers automatically collect when you access the Application, such as your IP address, device type, operating system, and the pages you have viewed directly before and after accessing the Application.

Financial Data: Financial information, such as data related to your payment method (e.g. credit card number, card brand, expiration date) are **not** stored in our system but are passed directly to our payment gateway.

3. Use of Your Information

Having accurate information about you permits us to provide you with a smooth, efficient, and customized experience. Specifically, we may use information collected about you via the Application to:

Create and manage your account.

Deliver targeted advertising, newsletters, and other information regarding promotions and the Application to you.

Email you regarding your account or order.

Fulfil and manage purchases, orders, payments, and other transactions related to the Application.

Generate a personal profile about you to make future visits to the Application more personalized.

Monitor and analyse usage and trends to improve your experience with the Application.

4. Disclosure of Your Information

We may share information we have collected about you in certain situations. Your information may be disclosed as follows:

By Law or to Protect Rights: If we believe the release of information about you is necessary to respond to legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, and safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation.

Third-Party Service Providers: We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, email delivery, hosting services, customer service, and marketing assistance.

5. Security of Your Information

We use administrative, technical, and physical security measures to help protect your personal information. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse.

6. GDPR Compliance

For users residing in the European Union (EU), the European Economic Area (EEA), and Switzerland, the following additional provisions under the General Data Protection Regulation (GDPR) apply:

Legal Basis for Processing: We process your personal data under the following legal bases:

The processing is necessary to perform the contract we have with you.

It is in our legitimate interests to provide a secure, smooth, efficient, and customized experience for the use of our services.

You have given your consent to the processing of your personal data for one or more specific purposes.

Processing is necessary for compliance with a legal obligation to which we are subject.

Rights of Data Subjects: You have the following rights under the GDPR:

The right to access: You can request copies of your personal data.

The right to rectification: You can request that we correct any information you believe is inaccurate or incomplete.

The right to erasure: You can request that we erase your personal data, under certain conditions.

The right to restrict processing: You can request that we restrict the processing of your personal data, under certain conditions.

The right to object to processing: You can object to our processing of your personal data, under certain conditions.

The right to data portability: You can request that we transfer the data we have collected to another organization, or directly to you, under certain conditions.

Rights related to automated decision-making including profiling: You have the right to not be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you.

Data Transfer: We may transfer personal data that we collect from you to third-party data processors located in countries that are outside of the EU/EEA. We will comply with GDPR requirements providing adequate protection for the transfer of personal information to third countries.

Data Protection Officer (DPO): We have appointed a Data Protection Officer to oversee our management of your personal data in accordance with applicable data protection laws. You can contact our Data Protection Officer at simon@equusinnovation.com.

How to Exercise Your Rights: If you wish to exercise any of the rights set out above, please contact us at the contact details provided in Section 7 of this policy.

Please note that we may ask you to verify your identity before responding to such requests. You have the right to lodge a complaint with a Data Protection Authority about our collection and use of your personal data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

7. Options Regarding Your Information

You have the right at any time to review or change the information in your account or terminate your account by:

Logging into your account settings and updating your account

Contacting us using the contact information provided below

8. Contact Us

If you have questions or comments about this Privacy Policy, please contact us at:

0333 445 9966

support@equusinnovation.com