

Privacy Policy

1. Introduction

AdeTiQ (“AdeTiQ”, “we” or “us”) is committed to safeguarding your personal information. Whenever you provide such information, we are legally obliged to use your information in line with all laws concerning the protection of personal information, including General Data Protection Regulation (GDPR).

This Privacy Policy (“Policy”) describes the information that we gather on www.adetiQ.co.uk (The “Site”) or through all other communications with individuals from written or oral means, such as email or phone (collectively, together with the Site, our “Service”). This Policy describes how we use and disclose such information, and the steps we take to protect such information. By using the Service, you accept the privacy practices described in this Policy.

2. The Information we Collect

We collect different types of information from or through the Service. The legal basis for AdeTiQ’s processing of personal data are primarily that the processing is necessary for providing the Service and that the processing is carried out in AdeTiQ’s legitimate interests. We may also process data upon your consent, asking for it as appropriate.

2.1. User-provided Information

You may voluntarily provide us with personally identifiable information, such as your full name, phone number, company name and email address by filling in a contact form or live chat on our website or corresponding with us by phone or email. This is to help us to provide the services that you need or have enquired about. Depending on context, we may also collect additional personal data to successfully provide services or process requests.

We do not send any promotional emails; however, we may send you service-related emails related to your account. You may unsubscribe at any time by following the instructions contained within the email.

All Personal Data you provide to us is processed fairly and lawfully. We will take great care to protect your data and will never disclose your personal information or email address to any third parties.

2.1.1. Job Applicants

If you contact us to enquire about a job vacancy, we will collect details relevant to your enquiry and any subsequent application you may make, which will include your name, address, e-mail address and telephone number(s), CV and work experience, and (in certain cases) your personal circumstances.

In some cases, we need to process data to ensure that we are complying with our legal obligations. For example, where required by local law, we will check that you are eligible to work in the country in which we are hiring before employment starts. We may also collect personal data about you from third parties, such as references supplied by former employers. We will seek information from third parties only once a job offer has been made to you.

If your application for employment is unsuccessful, Adetiq will hold your data on file for 6 months from the date of your original application, after this period your data will be erased from our records.

2.2. Newsletters

When you are filling out the Contact Us form there is an option to sign up to our newsletter. We will keep you up to date with Adetiq's news and industry information. We do not rent or trade email lists with other organisations and businesses.

We use a third-party provider, Pure360, to deliver our newsletter. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. For more information, please see Pure360's privacy notice: <https://www.pure360.com/privacy/>. You can unsubscribe to general mailings at any time by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer on dpo@adeti.co.uk.

2.3. Google Analytics

When you visit our Site, we use a third-party service, Google Analytics, to collect standard internet log information and details of visitor behavior patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

3. How we Use the Information we Collect

We will only use the Information we collect as follows:

- to provide you with the information about our products and services that you request.
- for internal record keeping, billing and accounting.
- to respond to any queries, complaints or requests for further information.
- to provide you with marketing information about other products and services we supply that may be of interest to you.

4. Storage and Processing

We store and process the information you provide through the Service in the UK. We don't transfer any personal data outside the European Economic Area ("EEA").

5. Retaining and Deleting Personal Data

We will retain your information only for as long as is necessary for the purposes set out in this policy. We will retain and use your information to the extent necessary to comply with our legal obligations.

If you contact us with an enquiry but you do not (or the organisation you represent does not) enter into a contract with us, we will normally delete your personal data after 24 months. If you (or the organisation you represent) enter into a contract with us, we typically keep contract information (including associated personal data) for six years after the relevant contract concludes. This is done to address any potential issues that may arise during or after the contract termination.

6. Access to your Personal Information

In this Section we have summarised your principal rights that you have under the General data Protection Law:

- the right to access the personal data held about you.
- the right to ask us to rectify inaccurate personal data we hold about you.
- the right to ask for the restriction of personal data concerning yourself that is inaccurate, unlawfully processed, or no longer required.
- the right to ask for the erasure of personal data concerning yourself where processing is no longer necessary, or the legitimate interests we

have in processing your personal data are overridden by your interests, rights and freedoms as the data subject.

- the right to ask us not to process your personal data for marketing purposes.
- the right to withdraw at any time any consent you have given to receive marketing material from us.
- the right to complain to a supervisory authority.

For access requests your information will be provided within 30 days of your initial request. If your request is deemed unfounded or excessive, we may notify you that there will be an administrative cost for providing this access request.

If you would like a copy of some, or all, of your personal information held, to correct information or to request the data removal, please contact our Data Protection Officer on the contact details in the section 9. How to Contact Us.

7. How we Protect your Data

We take the security of your information very seriously. To oversee the effective and secure processing of your personal information and to safeguard against its loss, theft, and unauthorised access, use and modification, we operate comprehensive data protection and information security policies and procedures, which are certified to the international standards ISO 27001:2013 and ISO 9001:2015, and we use reasonable administrative and managerial measures.

We use multiple layers of firewalls and industry standard encryption algorithms and technologies for transferring, storing, and receiving individuals' sensitive personal information are in place. We employ strong physical security measures to prevent physical access to our premises. We perform regular system patching and use independent security specialists to perform penetration tests to reveal vulnerabilities in our systems and to enable them to be fixed proactively. Unfortunately, however, no measures can be guaranteed to provide 100% security.

8. Changes and Updates to this Policy

Please revisit this page periodically to stay aware of any changes to this Policy, which we may update from time to time. If we modify the Policy, we will make it available through the Service, and indicate the date of the latest revision, and will comply with applicable law. Your continued use of the Service after the revised Policy has become effective indicates that you have read, understood and agreed to the current version of the Policy.

9. How to Contact Us

If you any questions, comments or requests regarding our use of your personal information, or wish to exercise any of your rights in relation to your personal data, please contact us by email to dpo@adetiq.co.uk or write to us at the following address: The Data Protection Officer, Adetiq Ltd, Avery House, 69 North Street, Brighton, East Sussex, BN41 1DH, UK.

10. Company Details

Adetiq Limited, registered in England and Wales with company number 02024532. Our registered office is at Avery House, 69 North Street, Portslade, BN41 1DH, UK.