

PRIVACY POLICY

Effective date: February 1, 2020

Protecting your privacy and making sure everything you share with us is handled safe, secure and trustworthy is our top priority. Hey Monday is built on trust, which forms the most crucial part of our DNA. We are committed to protecting all personal information you may provide us with on all services we own and run.

This privacy notice will inform you on how we collect and process your personal data through your use of our services, including all data submitted to us via third parties.

Who we are

When we refer to "we", "us", "our" or Hey Monday, we mean Hey Monday Ltd, an incorporated company with a registered office at Flat 2, 23-27 Hatton Wall, London, EC1N 8JJ, England. You can contact us at any point by email at hey@hey monday.ai.

We are the controller of your personal and usage data. This means that we are responsible for how your data is used, as well as for storing them securely and safely.

We have appointed a data protection officer, whom you can contact by email at legal@hey monday.ai.

We make every effort to protect the privacy of people who trust us with their personal data. Our use of your personal data is subject to the data protection laws applicable in the United Kingdom, which includes the EU General Data Protection Regulation 2016/679 ("GDPR") and national laws implementing GDPR.

The EU General Data Protection continues to apply in the United Kingdom despite the United Kingdom leaving the European Union.

What data we collect

We collect different types of personal data for various purposes, as detailed below.

Personal Data

Personal data means information which relates to an identified or an identifiable individual. While using our services, we may ask you to provide us with certain personally identifiable data. Personally identifiable data may include, but is not limited to:

Identity data	name; title; age; gender; nationality
Contact data	email address;
Professional data	job title; name of business or organisation; professional contact details;
Profile data	interests; preferences; user interviews, feedback and survey responses;
Enquiries data	details of enquiries submitted by you through our website or emailed to us;

We may use your personal data to contact you with marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the unsubscribe link.

Usage Data

We may collect information that your browser sends whenever you visit our services or when you access our services by or through a mobile device.

This usage data may include data including, but not limited to IP address, browser type, browser version, the pages of our website that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

When you access our services by or through a mobile device, this usage data includes information such as the type of used mobile device, the IP address of the mobile device, your mobile operating system, the type of used mobile internet browse, unique device identifiers and other diagnostic data.

Additionally, we may also collect tracking cookies data to optimize the usability of our services. Tracking cookies data includes, but is not limited to session cookies, preference cookies and security cookies.

You can instruct your browser to refuse all cookies or restrict which cookies are being sent. However, doing so may affect your ability to use our services in full extend.

How we collect data

We collect most of this information from you directly. However, we may also collect information from other sources.

Use of our services	when you sign up to create an account on our website; when you submit an online enquiry;
Direct interactions with you	when you first contact us; when you register interest on our website; when you give us your business card; when you provide us with feedback or respond to our surveys;
Directly from a third party	when another organisation or professional tell us that you would like to hear from us;
Automated technologies or interactions	when you interact with our services, websites and advertisements, we may automatically collect usage data about your equipment, browsing actions and patterns;

We may also collect anonymised, aggregated data from third-party services. Anonymised data may be derived from your data but is not considered personal information in law as this information does not directly or indirectly reveal your identity.

How we use data

We use the collected data for various purposes:

- to provide and maintain our services;
- to notify you about changes to our services;
- to allow you to participate in interactive features of our services when you choose to do so;

- to provide customer support;
- to gather analysis or valuable information so that we can improve our services;
- to monitor the usage of our services;
- to detect, prevent and address technical issues;
- to fulfil any other purpose for which you provide it;
- to carry out our obligations and enforce our rights arising from any contracts entered into between you and us;
- to provide you with notices about your usage of our services, including email-instructions, etc.;
- to provide you with news and general information about services and events unless you have opted not to receive such information;
- in any other way we may describe when you provide the information.

We may also:

- share your data with members of our staff;
- disclose your data to professional advisers (e.g. lawyers, accountants, auditors or insurers) who provide professional services to us;
- disclose your data to certain third parties if specifically requested or agreed with you;
- disclose and exchange certain information with law enforcement agencies and regulatory bodies to comply with our legal obligations; and
- share some personal data with other parties, such as potential and actual investors or buyers of some or all of our business or during a re-structuring.

The recipient of the data will be bound by confidentiality obligations.

How we share data

We may share the data with third-party services for the purposes set out in this policy. We share data with our contractors and partners based in the European Economic Area (EEA). We impose contractual obligations on such contractors and partners to ensure that your personal and usage data is protected.

We may also share data with providers of web-based tools and services, which we use to operate our services:

- Amazon Web Services (AWS), a US company who provides web hosting services to us. AWS host our data in the United Kingdom and Ireland. See their [privacy policy](#);
- Typeform, based in Spain, who provide survey tools and survey analytics tools to us. See their [privacy policy](#);
- Auth0, based in the UK, who provide service authentication and authorisation to us. See their [privacy policy](#);
- Google, based in the USA, who provide Google Analytics web analytics services to us. See their [privacy policy](#);

Transfer of Data

Your data, including the personal and usage data, may be transferred to or maintained on computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ from those of your jurisdiction.

Transfers of data outside the European Economic Area (EEA) are subject to special rules under the Data Protection Legislation. Those of our contractors and partners who are based outside the EEA, are either: based in countries that have been identified by the European Commission as providing adequate protection or have in place an appropriate data sharing safeguard mechanism.

Those of our contractors or partners who are based in the US subscribe to the EU-US Privacy Shield framework. Transfers of personal data to US companies who subscribe to the EU-US Privacy Shield framework are deemed by the European Commission to provide an appropriate level of protection.

Data security and retention

The security of your data is our top priority. We follow industry-standard practices to protect the data we collect and maintain. For example, we limit access to your personal data to those who have a genuine business need to access it. Those processing your data will do so only in an authorised manner and are subject to a duty of confidentiality.

However, no method of transmission over the internet or electronic storage is completely secure. Therefore, Hey Monday cannot guarantee its absolute security.

We will only keep your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

We will also retain usage data for internal analysis purposes. Usage data is generally retained for a shorter period, except when this data is used to strengthen the security or to improve the functionality of our services, or we are legally obligated to retain this data for longer time periods.

We may also anonymise your data for analytics, research or statistical purposes, in which case we may use this data indefinitely without further notice to you.

Third party processors

As part of the services we provide, and only to the extent necessary, we may use certain third-party processors to process some or all of your personal data. For identification of these processors, and where they are located, please contact us.

Your rights

Under the terms of the Data Protection Legislation, you have a number of rights in relation to your personal data, which allow you to access and control your personal in certain circumstances. You can exercise these rights free of charge, unless your request is manifestly unfounded or excessive (in which case we may charge a reasonable administrative fee or refuse to respond to such request).

Access	This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.
Rectification	The right to require us to correct any inaccuracies in the personal data we hold about you.
Erasure	The right to require us to delete your personal data in certain circumstances.
Restriction of processing	The right to require us to restrict processing of your personal data in certain circumstances.
Data portability	The right to receive, in certain situations, the personal data you provided to us, in a structured, commonly used format and/or transmit that data to a third party.

To object	The right to object at any time to your personal data being processed for direct marketing (including profiling) or, in certain other situations, to our continued processing of your personal data.
Not to be subject to automated individual decision-making	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you, or similarly significantly affects you.

To exercise any of those rights, please contact us at legal@heymonday.ai. Please let us know what right you want to exercise and the information to which your request relates.

Privacy policy changes

Any changes to the above privacy policy will be made by publishing its new version on our services, and in the event of significant changes by sending separate notifications to the email address you provided to us.