

Privacy Policy - Sitemate Services UK Limited

Sitemate Services UK Limited (No. 14874947) is a company registered in the United Kingdom with a registered office at 10 John Street, London, United Kingdom, WC1N 2EB.

Sitemate Services UK Limited is committed to best practice in relation to the management of the information obtained in the provision of our services and business activities. This Privacy Policy explains how we collect, use, protect and disclose information in accordance with Applicable Data Protection Laws.

This Privacy Policy provides the policies and procedures of Sitemate Services UK Limited for collecting, using, and disclosing user information. Invited Users can access Sitemate Services UK Limited's service ("Service") through Sitemate Services UK Limited's "Dashpivot" mobile application and the associated website ("Website"), as more fully described in the Sitemate Services UK Limited Terms of Use ("Agreement"). This Privacy Policy is incorporated by reference and is subject to the Agreement. In the event of any conflict between this Privacy Policy and the Agreement, the Agreement will prevail.

Data Controllers

Sitemate Services UK Limited (No. 14874947), Sitemate Services Pty Ltd (ABN 78 606 972 007), as applicable.

The main establishment for our UK Office for purposes of compliance with the Applicable Data Protection Laws is Sitemate Services UK Limited, c/o Fora Space, 71 Central Street, London, England EC1V 8AB.

Lawful Basis for Processing Personal Data

Sitemate Services UK Limited processes personal data on the following lawful bases: (i) with your consent (Art 6(1)(a)); (ii) as necessary for the performance of a contract with you (Art. 6(1)(b)); (iii) to comply with legal obligations (Art. 6(1)(c)); (iv) for our legitimate interests as a service provider, provided these do not override your rights (Art.6(1)(f)).

Information collection and storage

1. Information Provided: when the Subscriber registers a project, Sitemate Services UK Limited collects some information from the Subscriber as well as any Invited Users, such as Your name, phone number, email address, business postal address ("Personal Information").
2. Data: Sitemate Services UK Limited collects, converts and stores the Data You upload, download, or access in connection with the Service. If You add Data to Your account that has been previously uploaded by You or another Invited User, Sitemate Services UK Limited may associate all or a portion of the previous Data with Your account rather than storing a duplicate.
3. Log Data: when You use the Service, Sitemate Services UK Limited automatically records Data from Your desktop computer, laptop, mobile phone, tablet or other consumers electronic device (each, an "Electronic Device"), its software, and Your activity using the Service. This may include the Electronic Device's Internet Protocol ("IP") address, browser type, information You search for on the Website, locale preferences, date and time stamps associated with transactions, metadata concerning Your Data, and other interactions with the Service.
4. We partner with Microsoft Clarity to capture how you use and interact with our website through behavioural metrics, heatmaps, and session replay to improve our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimisation and fraud/security purposes. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).
5. Cookies: Sitemate Services UK Limited also uses "cookies" to collect Data and improve the Service. A cookie is a small data file that is transferred to Your Electronic Device. Sitemate Services UK Limited may use "persistent cookies" to save Your registration ID and login password for future logins to the Service. Sitemate Services UK Limited may use "session ID cookies" to enable certain features of the Service, to better understand how You interact with the Service and to monitor aggregate usage and web traffic routing on the Service. You can instruct Your browser, by changing its options, to stop accepting cookies or to prompt You before accepting a cookie from the websites You visit. If You do not accept cookies, however, You may not be able to use all aspects of the Service

Personal information usage

1. Personal Information: in the course of using the Service, Sitemate Services UK Limited may collect Personal Information that can be used to contact or identify You. Personal Information is or may be used: (i) to provide and improve the Service, (ii) to administer Your use of the Service, (iii) to better understand Your needs and interests, (iv) to personalise and improve Your experience, and (v) to provide or offer software updates and product announcements.
2. Geo-Location Information: Some Electronic Devices allow the Website to access real-time location-based information (for example, GPS). Some photos and videos You place on the Website may contain recorded location information. Sitemate Services UK Limited may use this information to optimise Your experience.
3. Analytics: some Data may also be collected (by Sitemate Services UK Limited or by a third party service) using logging and cookies, which can sometimes be correlated with Personal Information. Sitemate Services UK Limited uses this information for the above purposes and to monitor and analyse use of the Service, for the Service's technical administration, to increase Service functionality and user-friendliness, and to verify Invited Users have the authorisation needed for the Service to process their requests.

Information sharing and disclosure

1. Your Use: Your Personal Information will only be available to You, as an Invited User, and the Subscriber. Sitemate Services UK Limited may also share or disclose Your Personal Information with Your consent, for example, if You use a third party Website to access Your account.
2. Service Providers, Business Partners and Others: Sitemate Services UK Limited may use certain trusted third party companies and individuals to help provide, analyse and improve the Service (including but not limited to data storage, maintenance services, database management, web analytics, payment processing, and improvement of the Service's features). Data is never sold to third parties. Data is never shared with a third party for any other reason than supporting or improving the Service.
3. Compliance with Laws and Law Enforcement Requests - Protection of Sitemate Services UK Limited's Rights: Sitemate Services UK Limited may disclose to outside parties Data stored in Your account or on the Website and Personal Information collected about You when Sitemate Services UK Limited has good faith belief that disclosure is reasonably necessary to (i) comply with a law, regulation or compulsory legal request; (ii) protect the safety of any person from death or serious bodily injury; (iii) to protect Sitemate Services UK Limited's property rights. If Sitemate Services UK Limited provides Your data to a law enforcement agency as set forth above, Sitemate Services UK Limited will remove encryption from the Data before providing them to law enforcement. However, Sitemate Services UK Limited will not be able to decrypt any Data that You encrypted prior to storing them on the Website.
4. Business Transfers: if Sitemate Services UK Limited is involved in a merger, acquisition, or sale of all or a portion of its assets, Your information may be transferred as part of that transaction, but Sitemate Services UK Limited will notify You (for example, via email and/or a prominent notice on the Website) of any change in control or use of Your Personal Information or Data, or if either become subject to a different Privacy Policy. Sitemate Services UK Limited will also notify You of choices You may have regarding the Personal Information.

Cross border disclosure of your information

We may disclose Your information to overseas recipients (such as third-party service providers or a related body corporate) only where it is strictly necessary to do so in order to fulfil the purposes set out in this Policy, and for administrative or other business management purposes. For example, we may utilise international data storage and cloud computing services. Countries in which such data may be stored or disclosed may include (but are not limited to) Australia, the United States, Canada, the United Kingdom, Kenya, Kazakhstan, Indonesia, the Philippines & Brazil. In each case, Sitemate Services UK Limited will always endeavour to seek confirmation that such service providers comply with the Applicable Data Protection Laws or are subject to a binding law or scheme that offers substantially similar protection.

Changing or deleting your information

If You are an Invited User, You may review, update, correct or delete the Personal Information provided in Your registration or account profile by changing Your "account settings." In some cases, Sitemate Services UK Limited may retain copies of Your Personal Information if required by law. You can request that your information be deleted at any time by emailing info@sitemate.com.

Data retention

Sitemate Services UK Limited will retain Your Personal Information for as long as Your account is active or as needed to provide the Service. Sitemate Services UK Limited may retain and use Your Personal Information and Data as necessary to comply with legal

obligations, resolve disputes, and enforce agreements. Consistent with these requirements, Sitemate Services UK Limited will try to delete Your Personal Information and Data quickly upon request. Please note, however, that there might be latency in deleting Personal Information and Data from the servers and backed-up versions might exist after deletion.

Sitemate Services UK Limited users

The service allows You, as an Invited User, to make some Data accessible to other non-invited users via email address. You should be aware that any Data You make available to other users may be read, collected, and used by others who access them. Your Data may remain even after You are no longer an Invited User.

Security

Sitemate Services UK Limited follows internationally accepted security standards to protect the Personal Information and Data submitted to the Website, both during transmission and once it is received. No method of electronic transmission or storage is 100% secure, however. Therefore, Sitemate Services UK Limited cannot guarantee its absolute security.

We maintain a robust information security management program to protect personal data and other information that we process and have achieved SOC2 certification. More information is available here - [🔒 Sitemate security: we ensure all your data is protected](#). These measures are monitored, reviewed and regularly enhanced in order to meet our responsibilities and the needs of our customers.

Data Breach Notifications

In the event of a data breach, Sitemate Services UK Limited will notify the relevant supervisory authority within 72 hours and inform affected individuals without undue delay if the breach is likely to result in a high risk to their rights.

Changes to Privacy Policy

This Privacy Policy has been updated and is effective as of 1st July 2024. This Privacy Policy may change from time to time. If this Privacy Policy is changed in a way that Sitemate Services UK Limited believes materially reduces your rights, Sitemate Services UK Limited will provide You with notice (for example, by email). And Sitemate Services UK Limited may provide notice of changes in other circumstances as well. By continuing to use the Service after those changes become effective, You agree to be bound by the revised Privacy Policy.

Complaints

If you have any concerns or complaints about the manner in which your personal information has been collected or handled, we request that you contact us in writing. Upon receipt of a complaint, we will consider the details and attempt to resolve it in accordance with our complaints handling procedures.

It is our intention to use our best endeavours to resolve any complaint to your satisfaction. However, if you are dissatisfied with our handling of a complaint or the outcome, you may make an application to the Information Commissioner's Office (ICO).

Further information can be found at the website ICO: [ico: Information Commissioner's Office \(ICO\)](#)

Contact

If You have any questions about this Privacy Policy, please contact our Privacy Officer at:

Email: info@sitemate.com

Ph: (+44) 20 3318 1149

Mail: Sitemate Privacy Officer, c/o Fora Space, 71 Central Street, London, England EC1V 8AB

Definitions

"Applicable Data Protection Law"	means the EU GDPR, the UK GDPR, the UK Data Protection Act 2018 and any national laws governing the protection of personal data as may be amended from time to time.
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"EU GDPR"	means the General Data Protection Regulation, (EU) 2016/679, and applicable national implementing legislation.
"GDPR"	means the EU GDPR and/or the UK GDPR, as applicable.
"Personal data"	means any information relating to an identified or identifiable individual (a "data subject"). An identifiable individual is one whose identity can be established by one or more identifiers (for example, their name) specific to that individual.
"Processing"	means any operation or set of operations which is performed on personal data or sets of personal data, whether or not by automated means, such as collection, recording, organisation, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.
"UK GDPR"	means UK legislation incorporating the provisions of the EU GDPR into the body of UK law by virtue of section 3 of the European Union (Withdrawal) Act 2018.