



## Privacy Policy – Website

Version	Version Date	Additions/Alterations	Initials
1	24.05.2021	First published	KS
2	14.05.2023	Updated in line with business	KS
2.1	14.05.2023	Reviewed - no changes	KS

### Overview

At HowNow, we respect and value the privacy of everyone who visits this website, [www.gethownow.com](http://www.gethownow.com) (“Our Site”) and will only collect and use Personal Data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Our Site is owned and operated by Wonderush Limited, a limited company registered in England under company number 09644569.

Please read this Privacy Policy carefully and ensure that you understand it. Please note by giving your consent, you are accepting and consenting to the practices described in this Policy. If you do not give consent, please navigate from this site.

### 1. Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

**“Cookie”**

means a small text file placed on your computer or device by Our Site when you visit certain parts of Our Site and/or when you use certain features of Our Site.

**“Cookie Law”**

means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;

## **2. What does this policy cover?**

This Privacy Policy applies only to your use of Our Site. Our Site may contain links to other websites. Please note that we have no control over how your data is collected, stored, or used by other websites and we advise you to check the privacy policies of any such websites before providing any data to them.

## **3. What is Personal Data?**

Personal Data is defined by the UK GDPR and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal Data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

## **4. What are your rights?**

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Policy should tell you everything you need to know, but you can always contact us to find out more or to ask any questions by contacting us.
- b) The right to access the personal data we hold about you by contacting us.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete by contacting us.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold by contacting us.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.

Further information about your rights can also be obtained from the Information Commissioner’s Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office.

## **5. What data do we collect?**

- Technical information such as your Internet Protocol (IP) Address, Browser Type and versions, browser-plugin types.
- Information about your visit such as page interactions information, length of

visits to certain pages (e.g. Blogs).

- Any information you submit via our support-bot on the website (e.g. Name, Email, specific requests)

## 6. How do we use this data?

We use the data collected to do the following:

- To provide services to you or to offer you services.
- Improve the efficiency of our site.
- To develop our services.
- To track your behaviour on our site.
- To deal with any enquiries you may have about Us or our services.
- To perform market research on customer preferences and trends.

## 7. Where do we store your data?

Although the data we collect from you is stored in the European Economic Area ("EEA"), in order use the data as described in section 6, data may be transferred to third parties ("sub-processors") outside of the EEA (e.g. HubSpot). By submitting Personal Data, you agree to this transfer, storing and processing.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy.

## 8. Do we share your Personal Data?

As described, in section 7 – we do share your Personal Data with third parties ("sub-processors") to use the data captured as described in section 6.

By sharing your Personal Data, you agree that we have the right to share your Personal Data with selected third parties including business partners, suppliers and sub-contractors. We also have a duty to comply with any legal obligation.

## 9. How do we use Cookies?

All Cookies used by HowNow on our site are used in accordance with current Cookie Law. We may use some or all of the following types of Cookie:

**Strictly Necessary Cookies:** These cookies are essential in order to enable you to move around the website and use its features, such as accessing secure areas of the website.

**Functional Cookies:** These cookies enable us to provide additional functions such as personalisation and remembering saved preferences.

**Performance Cookies:** These collect information on your usage of our site. They identify information such as your internet browser, operating system, visited websites, duration and number of website visits, previously visited website, most commonly visited websites and errors you experienced. The information collected is aggregated and anonymous. It does not allow a personal identification. It only serves the purpose of evaluating and enhancing the user experience of our websites.

**Targeting Cookies:** These Cookies are used for marketing purposes. They are used to offer you more relevant and interest-specific content.

## **10. How Do I Contact You?**

To contact us about anything to do with your Personal Data and data protection, including to make a subject access request, please use the following details:

Email address: [dpo@gethownow.com](mailto:dpo@gethownow.com)

Postal Address: 86-90 Paul Street, London, England, EC2A 4NE

## **11. Changes to this Privacy Policy**

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be immediately posted on Our Site and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Site following the alteration

