



## Privacy Policy: Why do we process your information?

The section below explains what personal information is necessary for each purpose. We keep our processes and data collection under review and will update this privacy policy should any personal information no longer be necessary for the given purpose.

The lawful basis column explains to UK individuals how we comply with a technical legal justification for data processing under relevant data protection laws. Please contact us if you have any questions.

Purpose & description	Personal information	Lawful basis for processing (UK individuals only)
<p>To <b>assist with your enquiries</b>.</p> <p>For example, our sales team may respond to your request for a demo.</p>	<ul style="list-style-type: none"><li>- general details</li><li>- account details</li><li>- details of your query</li></ul>	Necessary for our <b>legitimate interest</b> in responding to enquiries, complying with the law and best practices or, as the case may be, necessary for <b>taking steps prior to entering into a contract</b> or the <b>performance of our contract</b> with you.
<p>We may <b>record our calls and meetings</b> with you for compliance and record keeping purposes.</p> <p>For example, we may record calls with you in and out of our technology team.</p>	<ul style="list-style-type: none"><li>- general details</li><li>- account details</li><li>- details of your query</li></ul>	Necessary for our <b>legitimate interest</b> in documenting enquiries and business transactions for compliance, and governance purposes.
<p>To <b>provide our services</b> to our users, such as our website, content, document review service and other services.</p> <p>For example, when you visit our website, your browser will provide your IP address, browser type and other technical information to enable us to display our content in a compatible manner. If you login we will verify your account before granting access.</p>	<ul style="list-style-type: none"><li>- general details</li><li>- account details</li><li>- device and browser details</li><li>- usage data</li></ul>	Necessary for our <b>legitimate interest</b> in providing our services to the public and our customers, complying with the law and best practices or, as the case may be, necessary for the <b>performance of our contract</b> with you as our customer and compliance with our <b>legal obligations</b> .
<p>To <b>provide services as a service provider to third parties such as our customers and end users</b> including a data room, collaboration tools, verification tools and similar online services.</p>	<ul style="list-style-type: none"><li>- any personal information in documents uploaded to our service</li></ul>	We will provide services as a so called <b>"processor"</b> in accordance with customer <b>instructions</b> and our <b>legal obligations</b> . Please see our <b><u><a href="#">data processing terms</a></u></b> for more information.
<p>To send you <b>service communications</b> about matters relevant to your use of our</p>	<ul style="list-style-type: none"><li>- general details</li><li>- account details</li></ul>	Service communications are necessary for <b>the performance</b>

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services and your engagement with us, such as surveys or other forms of active engagement, availability of new services, changes in our terms, etc.		<b>of our contract</b> with you or, as the case may be, necessary for our <b>legitimate interest</b> in satisfying your requests, facilitating our services and organising related activities.
<p>To <b>assess your job application</b> and for business administration purposes.</p> <p>For example, if you apply for a job, we will review your CV, publicly available information about you, information from your previous employers, professional references, criminal and credit check and other information. We may use automated decision-making to eliminate applicants who fail to meet the basic criteria for a role.</p>	<ul style="list-style-type: none"> <li>- general details</li> <li>- details of your query</li> <li>- public data</li> <li>- third party data</li> <li>- special categories data</li> </ul>	<p>Necessary for our <b>legitimate interest</b> in responding to your query and, as the case may be, necessary for <b>taking steps prior to entering into a contract</b>. Special categories data may be processed as is necessary in the context of <b>employment and social security laws</b>.</p>
<p>To <b>understand our audiences and customer profiles</b> for product and service development, research, market intelligence, marketing, advertising, content personalisation and business administration, as described below. Depending on purpose, we use your profile information in anonymised or pseudonymised or, when it comes to marketing by say email, identifiable form, e.g. your email address. In some cases, this will include information observed or inferred from your activity or other information about you.</p>	<ul style="list-style-type: none"> <li>- general details</li> <li>- account details</li> <li>- device and browser details</li> <li>- usage data</li> <li>- public data</li> <li>- preferences and interests</li> <li>- engagement information</li> <li>- third party data</li> <li>- professional opportunity records (together "audience data")</li> </ul>	<p>Necessary for our <b>legitimate interest</b> in understanding our typical customer profiles and demographics, for service development, research, market intelligence, marketing, advertising, content personalisation and business administration.</p> <p>Where required by law, we rely on your <b>consent</b> to deploy <b>cookies or similar technologies</b> on your device or to read information on your device except where necessary for essential services (please see our <a href="#">cookies notice</a>).</p>
<p>To <b>develop our features, services and organisation</b> based on pseudonymised surveys, usage data, reports and third party tools which may rely on pixels or similar scripts to measure relevant events.</p> <p>For example, analytics tools help us understand your country, age group, pages visited before and after and other statistical demographic information about you and other users. User navigation, hover over, role, actions, events and other user and usage data are used to decide which part of our services are not popular or may</p>	<ul style="list-style-type: none"> <li>- account details</li> <li>- device and browser details</li> <li>- usage data</li> <li>- engagement information</li> </ul>	<p>Necessary for our <b>legitimate interest</b> in product development and keeping our services relevant.</p> <p>Where required by law, we rely on your <b>consent</b> to deploy <b>cookies or similar technologies</b> on your device or to read information on your device except where necessary for essential services (please see our <a href="#">cookies notice</a>).</p>

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need further development. Information may also be used to develop personalisation, machine learning and similar features.		
To <b>conduct industry research</b> for internal and external use.	- anonymised audience data	Necessary for our <b>legitimate interest</b> in utilising industry knowledge for strategic business decisions as well as sharing knowledge with the public.
To <b>send you relevant marketing</b> communications in accordance with the law about our existing and new products and services by <b>email, text, push, post</b> or other channels if you sign up for a demo, if you are our existing customer or, where required by law, if you give consent.  Our marketing tools rely on cookies and similar scripts to track your interaction with our marketing messages, such as open rates or content clicked on, to optimise campaign performance.	- general details - account details	We rely on your <b>consent</b> if you sign up or on <b>soft opt-in</b> (presumed consent) if you are our existing customer. You can unsubscribe at any time.  Where required by law, we rely on your <b>consent</b> to deploy <b>cookies or similar technologies</b> on your device or to read information on your device except where necessary for essential services (please see our <a href="#">cookies notice</a> ).
To display relevant <b>advertisements</b> on <b>websites, apps, social media</b> and other inventory. Our advertising tools rely on cookies, similar scripts and advertising ID solutions and complex automated processes and decision-making. However, we use pseudonymised information that does not include your name or similar information, except in limited cases where your details such as your email address is needed to identify you on social media for advertising purposes.  We rely on your customer profile data to understand your interests and preferences known, observed and inferred to design marketing and advertising campaigns that are relevant to you (also known as “ <b>profiling</b> ”, “ <b>personalisation</b> ” and “ <b>predictive analytics</b> ”), use an ID such as your hashed email address to identify you within third party datasets without actually disclosing your email and allocate your profile to relevant audience segments (also known as “ <b>matching</b> ”, “ <b>data enrichment</b> ”, “ <b>targeting</b> ”) or matching you against our typical customer profile (creating	- general details - pseudonymised audience data	Where required by law, we rely on your <b>consent</b> to deploy <b>cookies or similar technologies</b> on your device or to read information on your device except where necessary for essential services (please see our <a href="#">cookies notice</a> ).  Some of our marketing and advertising activities are necessary for our <b>legitimate interest</b> in understanding your interests from the information available to us, information observed or inferred and third party information, in promoting our business and understanding campaign metrics.

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"lookalike audiences"), and measuring conversion events linked to your advertising ID to <b>optimise campaign performance</b> .		
To <b>manage our professional relationship</b> with you using our record management systems and engagement tools, identifying opportunities, contacting you by phone and sending you marketing communications.	<ul style="list-style-type: none"> <li>- general details</li> <li>- details of your query</li> <li>- professional opportunity records</li> </ul>	Necessary for our <b>legitimate interest</b> in understanding and maintaining our business relationships and administering our business. You have the right to unsubscribe from marketing at any time.
To <b>ensure proper administration of our organisation</b> , including to: <ul style="list-style-type: none"> <li>• keep appropriate records about how our services are used;</li> <li>• resolve complaints;</li> <li>• conduct troubleshooting;</li> <li>• conduct equality monitoring;</li> <li>• ensure the health &amp; safety and make reasonable adjustments to accommodate special needs;</li> <li>• register interactions with our communications, such as emails;</li> <li>• enforce our terms;</li> <li>• debt collection; and</li> <li>• similar purposes.</li> </ul>	all information as is necessary and proportionate for the administration of our organisation	Necessary for our <b>legitimate interest</b> in the proper administration of our organisation and services and necessary for compliance with our <b>legal obligations</b> or activities in the <b>substantial public interest</b> .
To engage our <b>third party service providers</b> who may process your personal information on our behalf to facilitate the provision of our services and the fulfilment of essential service functions which we cannot fulfil ourselves, such as web hosting, cloud storage, IT, analytics, payments, plugins, communications, accounting, security, CCTV and others as well as our advisors such as lawyers, accountants, insurers and others.	all information as is necessary and proportionate to enable the relevant service	Some activities are necessary for the <b>performance of our contract</b> with you, others are necessary for our <b>legitimate interest</b> in ensuring the proper operation of our services.
To <b>share</b> information with our affiliated companies.  For example, we may outsource certain functions to our affiliated companies or engage in group-wide marketing campaigns.	all information as is lawful, necessary and proportionate	Necessary for our <b>legitimate interest</b> in using our group's resources to organise, develop and deliver our services, run our organisation and decide on future strategies.
To ensure <b>health and safety</b> at our <b>premises</b> .	<ul style="list-style-type: none"> <li>- special category data relating to health</li> </ul>	Necessary for our <b>legitimate interest</b> in ensuring the health and safety of our staff and



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For example, depending on circumstances, we may introduce additional procedures to protect our staff from transmissible diseases.		others, to comply with best practice or necessary for compliance with our <b>legal obligations</b> or activities in the <b>substantial public interest</b> .
<p>To ensure the <b>safety</b> of people, <b>security</b> of our premises, the security of our systems and online services.</p> <p>For example, we may <b>monitor</b> our networks, website, systems and premises <b>for suspicious activities</b>, test and audit our systems, ensure compliance with our terms and deploy appropriate security measures.</p>	<ul style="list-style-type: none"><li>- device and browser details</li><li>- usage data</li><li>- CCTV data</li></ul>	Necessary for our <b>legitimate interest</b> in ensuring the security of our organisation, people and services and necessary for compliance with our <b>legal obligations</b> .
To <b>share</b> data with another organisation in accordance with the law for the purposes of a <b>joint venture, collaboration, financing, sale, merger, reorganisation or similar event</b> relating to our organisation.	all information as is lawful, necessary and proportionate	Necessary for our <b>legitimate interest</b> in acting in the best interest of our shareholders and investors and complying with our <b>legal obligations</b> .
<p>To process and share information as is required for our <b>compliance with the law</b> or to <b>establish, exercise or defend legal claims</b>.</p> <p>To process and share information with other third parties <b>where required by law</b>, such as regulators, law enforcement agencies or where mandatory under a court order.</p>	all information as is lawful, necessary and proportionate	Where processing or sharing your data is necessary for compliance with a <b>legal obligation</b> to which we are subject, to <b>establish, exercise or defend legal claims</b> , or, where necessary and proportionate, in order to satisfy our <b>legitimate interest</b> in complying with best practice or applicable laws.

We will update you about any new purposes of processing of your personal information from time to time, and we will obtain your prior consent for such new purposes where we are required to do so at law.