

Your Social Insights -Privacy Policy

Your Social Insights, understands that your privacy is important to you and that you care about how your information is used and shared online. We respect and value the privacy of everyone who visits Our Site and will only collect and use information in ways that are useful to you and in a manner consistent with your rights and Our obligations under the law.

This Policy applies to Our use of any and all data collected by us in relation to your use of Our Site. Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Site and will be required to read and accept this Privacy Policy when signing up Membership. If you do not accept and agree with this Privacy Policy, you must stop using Our Site immediately.

1. Definitions and Interpretation

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

"Account"	means an account required to access and/or use certain areas and features of Our Site;
"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. Details of the Cookies used by Our Site are set out in section 12, below;
"Our Site"	means this website, www.yoursocialinsights.co.uk ;
"Cookie Law"	means the relevant parts of the Privacy and Electronic Communications (EC Directive) Regulations 2003;
"Personal Data"	means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Site. This definition shall, where applicable, incorporate the definitions provided in the Data Protection Act 2018 and EU Regulation 2016/679 which is incorporated into UK law by virtue of the Data Protection and Privacy Electronic Communications (EU Exit) Regulations 2019- collectively referred to in this document as the "Data Protection Regulations";
"We/Us/Our"	means Your Social Insights Limited, a limited company registered in England under 9605013, whose registered address is Building 1, Chalfont Park, Gerrards Cross, SL9 0BG, United Kingdom; and
"UK"	Means the United Kingdom

2. Information About Us

Our Site, is owned and operated by Your Social Insights Limited, a limited company registered in England and Wales, whose registered address is Building 1, Chalfont Park, Gerrards Cross, SL9 0BG, United Kingdom, company number 9605013.

3. Scope – What Does This Policy Cover?

This Privacy Policy applies only to your use of Our Site. It does not extend to any websites that are linked to from Our Site (whether We provide those links or whether they are shared by other users). 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.

4. Your Rights

4.1. As a data subject, you have the following rights under the Data Protection Regulations, which this Policy and Our use of personal data have been designed to uphold:

- 4.1.1. The right to be informed about Our collection and use of personal data;
- 4.1.2. The right of access to the personal data We hold about you (see section 12);
- 4.1.3. The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 14);
- 4.1.4. The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact Us using the details in section 14);
- 4.1.5. The right to restrict (i.e. prevent) the processing of your personal data;
- 4.1.6. The right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
- 4.1.7. The right to object to Us using your personal data for particular purposes; and
- 4.1.8. Rights with respect to automated decision making and profiling.

4.2. If you have any cause for complaint about Our use of your personal data, please contact Us using the details provided in section 14 and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

4.3. For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

5. What Data Do We Collect?

Some data will be collected automatically by Our Site (for further details, please see section 12 on Our use of Cookies), other data will only be collected if you voluntarily submit it, for example, when registering for a subscription, or it is required to provide part of the subscription services. Depending upon your use of Our Site, We may collect some or all of the following data:

- Name;

- Date of birth;
- Gender;
- Job title;
- Profession;
- Contact information such as email addresses and telephone numbers;
- Demographic information such as post code, preferences and interests;
- Financial information such as credit / debit card numbers (when you purchase our services);
- IP address (automatically collected); Web browser type and version (automatically collected);
- Operating system (automatically collected);
- A list of URLs starting with a referring site, your activity on Our Site, and the site you exit to (automatically collected); and
- Your use of our services.

6. How Do We Use Your Data?

6.1. All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply with Our obligations and safeguard your rights under the Data Protection Regulations at all times. For more details on security see section 7, below.

6.2. Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:

- 6.2.1. Providing and managing your Account;
- 6.2.2. Providing and managing your access to Our Site;
- 6.2.3. Personalising and tailoring your experience on Our Site;
- 6.2.4. Supplying Our services to you (such as your eBook);
- 6.2.5. Personalising and tailoring Our services for you (for example to providing you with tips and suggestions on improving your online profile);
- 6.2.6. Responding to communications from you;
- 6.2.7. Supplying you with email updates that you have subscribed to (you may unsubscribe or opt-out at any time by clicking on the 'opt-out' link provided at the end of each email or by contacting us on email: contact@yoursocialinsights.co.uk)
- 6.2.8. Market research;
- 6.2.9. Analysing your use of Our Site and gathering feedback to enable Us to continually improve Our Site and your user experience
- 6.2.10. to manage your marketing preferences
- 6.2.11. to manage your data processing preferences
- 6.2.12. to compile anonymised data for analytical purposes

6.3. With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email, telephone, text message, and post with information, news and offers on Our products and/or services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the Data Protection Regulations and the Cookies Law.

6.4. Offers that we (or the third parties detailed in 8.5.5 below) may send you will include information about our other products and services, credit cards and loans (including short term and personal loans), gaming, mobile phones, insurance, job boards and promotional offers such as free gifts, coupons and vouchers from retailers.

6.5. You have the right to withdraw your consent to Us using your personal data at any time, and to request that We delete it.

6.6. We do not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):

- 6.6.1. As a general rule, unless we have been requested to delete Your information, Customer personal data will be kept for the duration of the provision of the services and for a period of up to six years after the services have been terminated by You or Us. This is based upon the Limitation Act 1980 for the period in which someone can bring a breach of contract claim;
- 6.6.2. Where we have not provided You with any products or services (i.e. there has been no contract between You and Us), then we will keep your data for a period of two years.
- 6.6.3. We may keep data longer than stated in 6.6.1 and 6.6.2 where we are required to do so by law or a contractual obligation, or for the purpose of defending any legal action or complaint, however where we can we will anonymise such data so that it no longer identifies a living individual.
- 6.6.4. Calls made or received by our customer service centre will be kept for a period of two years from the date the call was made.

6.7. Legitimate Interest

6.7.1. Where we use legitimate interest for the basis of our processing of your personal data we shall ensure that we can demonstrate compelling legitimate grounds for the processing, which override the interests, rights and freedoms of the individual.

6.7.2. You have the right to object to our use of your personal data where we use legitimate interest as the basis of processing. You can do this by contacting us on the details in section 14.

6.7.3. Our legitimate interests include:

- a) intra-group transfers;
- b) the maintenance of our IT/Data Security systems and processes;
- c) putting in place fraud prevention mechanisms;
- d) keeping our records up to date;
- e) working out which of our products and services may interest you and telling you about them (i.e. direct marketing);
- f) developing products and services;
- g) being efficient about how we fulfil our legal duties;
- h) maintaining a suppression list for marketing purposes; and
- i) complying with laws/regulations that apply to us.

7. How and Where Do We Store Your Data?

7.1. We only keep your data for as long as We need to in order to use it as described above in section 6, and/or for as long as We have your permission to keep it.

7.2. All our customer data is sorted and accessed from our servers in Ireland.

7.3. However, some or all of your data may be stored/transferred outside of the UK. You are deemed to accept and agree to this by using Our Site and submitting information to Us. If We do store data outside the UK, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the Data Protection Regulations including:

- 7.3.1. Carrying our due diligence on prospective parties to which we wish to transfer the data to; and
- 7.3.2. Carrying out a risk assessment on the country to which we will transfer data to ensure that the protection offered to data subjects is equivalent to those

provided in the UK, or accepted by the UK regulator as having adequate levels of protections (i.e. an adequacy decision exists)

7.3.3. Having in place written contracts on the transfer and use of the data (using model contract clauses or the ICOs International Data Transfer Agreement) that set out clearly the responsibilities of each party and the rights of data subjects; and/or

7.3.4. Transferring data in an encrypted form or using a secure file transfer protocol; and

7.3.5. Limiting the transfer of Personal Data to only data that needs to be transferred to achieve the purpose.

7.4. Data security is of great importance to Us, and to protect your data We have put in place suitable physical, electronic and managerial procedures to safeguard and secure data collected through Our Site.

7.5. Steps We take to secure and protect your data include:

7.5.1. Using encryptions and firewalls on Our servers

7.5.2. Limiting user access to personal, sensitive and financial data

7.5.3. Using SSL technology on our Site where we take payments

7.5.4. Using PCI DSS compliant service providers

7.5.5. Meeting industry standard security

7.5.6. Routinely evaluating our data security practices to identify security threats or opportunities for improvement.

7.6. Notwithstanding the security measures that We take, it is important to remember that the transmission of data via the internet may not be completely secure and that you are advised to take suitable precautions when transmitting to Us data via the internet.

8. Do We Share Your Data?

8.1. We may share your data with other companies in Our group for the purposes of reporting and serving your account. This includes Our subsidiaries or Our holding company and its subsidiaries.

8.2. We may sometimes contract with third parties to supply services to you on Our behalf. These may include payment processing, search engine facilities, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.

8.3. In order to provide you with our services (and comply with our contractual obligations) we may need to share some or all of your personal data with our service providers, including:

- Allsec Technologies Limited- customers support services;
- Bryton Interactive LLC- technology support services
- Mailmaster (Scotland) Ltd- postal mailing service provider
- SendGrid – emailing platform for sending email communications
- Mandrill ® - emailing platform for sending email communications

8.4. In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

8.5. We may with your consent, or where it is in our legitimate interest, also share some or all of your personal information with the following organisations:

8.5.1. Our group company in the UK– ScoresMatter Limited.

8.5.2. Our Parent Company- ScoresMatter Inc, which is based in Atlanta, Georgia, USA.

8.5.3. Our affiliated company- IMT Marketing, Inc, which is based in Atlanta, Georgia, USA.

8.5.4. Our technology service provider- Bryton Interactive LLC, which is based in Atlanta, Georgia, USA.

8.5.5. Our third-party marketing partners (for marketing, and/or auditing, reporting and analytics connected to marketing):

- D-L-U- K Limited
- Nouveau Finance Limited
- STS Commercial Limited
- Sliver City Tech Limited
- STS Commercial Limited
- TFLI Limited
- T Dot UK Limited

8.6.6. We may share your data with regulators and disputes resolution bodies such as:

- a) The Information Commissioner Office;
- b) Advertising Standards Authority; or
- c) Trading Standards;

8.7. We may compile statistics about the use of Our Site including data on traffic, usage patterns, user numbers, sales and other information. All such data will be anonymised and will not include any personally identifying information. We may from time to time share such data with third parties such as prospective investors, affiliates, partners and advertisers. Data will only be shared and used within the bounds of the law.

8.8. In certain circumstances We may be legally required to share certain data held by Us, which may include your personal information, for example, where We are involved in legal proceedings, where We are complying with the requirements of legislation, a court order, or a governmental authority. We do not require any further consent from you in order to share your data in such circumstances and will comply as required with any legally binding request that is made of Us.

9. What Happens If Our Business Changes Hands?

9.1. We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Data provided by users will, where it is relevant to any part of Our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to use the data for the purposes for which it was originally collected by Us.

9.2. In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes.

10. How Can You Control Your Data?

10.1. When you submit information via Our Site, you may be given options to restrict Our use of your data. In particular, We aim to give you controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details, or by contacting us on email on: contact@yoursocialinsights.co.uk or phone: 0800 086 8741).

10.2. You may also wish to sign up to one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receiving.

11. Your Right to Withhold Information

11.1. You may access Our Site without providing any data at all. However, to use all features and functions available on Our Site you will be required to submit or allow for the collection of certain data.

11.2. You may restrict your internet browser’s use of Cookies. For more information, see section 13.

12. How Can You Access Your Data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the Data Protection Regulations, no fee is payable and We will provide any and all information in response to your request free of charge. Please contact Us for more details at contact@yoursocialinsights.co.uk, or using the contact details below in section 14.

13. What Cookies Do We Use and What For?

13.1. Our Site may place and access certain first party Cookies on your computer or device. First party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Site and to provide and improve Our services. For more details, please refer to section 5, above, and to section 13.5 below. We have carefully chosen these Cookies and have taken steps to ensure that your privacy is protected and respected at all times.

13.2. All Cookies used by and on Our Site are used in accordance with current Cookie Law.

13.3. Before Cookies are placed on your computer or device, subject to section 13.4 and section 13.7, you will be shown a message bar notifying you of this. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Site may not function fully or as intended.

13.4. Certain features of Our Site depend on Cookies to function. Cookie Law deems these Cookies to be “strictly necessary”. These Cookies are shown below in section 13.5. Your consent will not be sought to place these Cookies. You may still block these cookies by changing your internet browser’s settings as detailed below in section 13.9, but please be aware that Our Site may not work as intended if you do so. We have taken great care to ensure that your privacy is not at risk by allowing them.

13.5. The following first party Cookies may be placed on your computer or device:

Name of Cookie	Purpose	Strictly Necessary
YSI	Session Cookies	Yes

13.6. Our Site uses analytics services provided by Google Analytics. Website analytics refers to a set of tools used to collect and analyse usage statistics, enabling Us to better understand how people use Our Site. This, in turn, enables Us to improve Our Site and the services offered through it. You do not have to allow Us to use these Cookies, as detailed below, however whilst Our use of them does not pose any risk to your privacy or your safe use of Our Site, it does enable Us to continually improve Our Site, making it a better and more useful experience for you.

13.7. The analytics service(s) used by Our Site use(s) Cookies to gather the required information. Certain of these Cookies may be placed immediately when you first visit Our Site and it may not be possible for Us to obtain your prior consent. You may remove these Cookies and prevent future use of them by following the steps set out below in section 13.9.

13.8. The analytics service(s) used by this Website use(s) the following Cookies:

Name of Cookie(s)	First / Third Party	Provider	Purpose
ga, _gat, _gat_gtag_UA..., _gid	Third	Google Analytics	To provide us with information about the usage of our website and to distinguish between users
fr	Third	Facebook	to track visitors to the website that have arrived from Facebook
"/ (path /tr)	Third	Facebook	to track visitors to the website that have arrived from Facebook

13.9. You can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third party cookies. By default, most internet browsers accept Cookies but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

13.10. You can choose to delete Cookies at any time however you may lose any information that enables you to access Our Site more quickly and efficiently including, but not limited to, login and personalisation settings.

13.11. It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

14. Contacting Us

If you have any questions about Our Site or this Privacy Policy, please contact Us

- by email at: contact@yoursocialinsights.co.uk,
- by telephone on 0800 086 8741,

- or by post at: Your Social Insights Limited, Building 1, Chalfont Park, Gerrards Cross, SL9 0BG.

Please ensure that your query is clear, particularly if it is a request for information about the data We hold about you (as under section 12, above).

15. Changes to Our Privacy Policy

This Policy was last reviewed and updated in October 2023.

We may change this Privacy Policy as we may deem necessary from time to time, or as may be required by law. 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 alterations. We recommend that you check this page regularly to keep up-to-date.