

Privacy Policy

ezbob

1. BACKGROUND

At ezbob Ltd (“We” “Us”) understand that your privacy is extremely important to you. As a result, we have put in place a number of measures and we are committed to ensure that any personal data we obtain from you and your use and/or visit to our website (“Site”) or the services provided by Us (the “Services”) is processed and maintained in accordance with accepted principles of good information handling and in accordance with the Data Protection Act 2018 and the General Data Protection Regulation (“GDPR”). This statement outlines the manner in which ezbob collects, processes, maintains, discloses and safeguards your personal data.

2. BASIS FOR PROCESSING AND CONSENT

We collect personal information through your interactions with Us, such as when you contact Us or when you provide your details on our Site to request for information or to request for a professional brochure and when you use our Site and ask to subscribe to our blog. We use information you provided Us, upon providing your consent, to communicate with you in order to deliver you with requested information about our products and services, to enable us to provide you with marketing communication and to comply with applicable laws and/or to protect our legal rights.

3. CATEGORIES OF PERSONAL DATA

We will collect and process the following categories of your personal data:

- Name
- Title
- Company name
- Phone Number
- Email Address
- IP Address



- Country
- Information we may learn about your company (e.g., company description, domain, address, year of foundation, revenue etc.).

3.1. Cookies

As is true in many websites, when you visit or use our Site, we may gather certain information automatically and store it in log files. This information may include Internet protocol (IP) addresses, browser type, internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We may combine this automatically collected log information with other information we collect about you. We do this to improve services we offer you, to improve marketing, analytics, or Site functionality.

We use ad cookies to analyse trends, administer the website and track users' movements around the website. You can control the use of cookies at the individual browser level, but if you choose to disable cookies, it may limit your use of certain features or functions on our Site or Service.

4. HOW WE USE THE DATA

We process your personal data in the following ways:

- To send you notifications, messages, communications, marketing and information we think you might find useful, provided you have indicated that you are happy to be contacted for these purposes.

If you no longer want to receive such communication, you can always opt-out by contacting us.

5. THIRD PARTIES

We may provide and/or share your information with our trusted business partners and/or service providers who support us in operating the Site, conducting our business and providing for advertising and marketing services. We do not provide personal information to third parties without your prior



consent to do so, other than service providers receiving information to perform services for us on our behalf.

6. DATA PROTECTION OFFICER

ezbob Ltd has appointed a Data Protection Officer who can be contacted through the below indicated details:

Telephone: 0203 769 3741

Address: 120 New Cavendish Street, London W1W 6XX, United Kingdom

E-mail: data.protection@ezbob.com

7. DATA PROTECTION AUTHORITY

ezbob is based in the United Kingdom, therefore we answer to the UK Information Commissioner's Office (ICO) regarding Data Privacy and Protection. Our ICO registration number is **ZA439499**.

Despite our best efforts to avoid a data breach by ensuring that proper policies and procedures are put in place, in the unfortunate event that we will suffer a significant data breach that puts your personal data at risk, we will ensure to report this to the ICO within 72 hours of discovery to comply with our legal duties.

7.1. Lodging a Complaint

In the event that you think that there was a breach in the manner in which we use your personal data we encourage you to contact us to allow us to review the situation and address it appropriately. Nevertheless, please be aware that you have also the right to lodge a complaint with the data protection authority, the ICO.

8. SECURITY/DATA PROTECTION

We have implemented commercially reasonable technological and organisational controls to secure the confidentiality of your personal information. However, these controls do not provide absolute



security. While we strive to protect your personal information, we cannot fully ensure nor guarantee the security of your data.

9. RETENTION

We will only retain data collected and processed for as long as necessary to fulfil the purposes for which the personal data was collected. This period is defined to allow us to comply with our additional regulatory and legal requirement.

10. YOUR RIGHTS

We are committed to provide you with your rights, upon lawful request, with respect to your personal information, subject to various exclusions and exceptions under applicable laws. You can exercise your rights by contacting us. In addition, your rights may be subject to reasonable identity verification, requirements for specifications of what information is required and authority to make these requests.

10.1 Contact Details

You can contact us through the below:

Telephone: 0203 796 3128

Email: info@ezbob.com

10.2 Changes to the Privacy Policy

We may amend this policy from time to time to reflect changes to our information practices. If we make any material changes, we will notify you by email (sent to the e-mail address specified in your account) or by means of a notice on this Site prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices. This privacy policy was last updated on March 12, 2020.

11. DEFINITIONS

- **Personal Data** - has the meaning given to it in the General Data Protection Regulation.
- **Processing** - means any operation or set of operations which is performed on personal data or on 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.
- **Supervisory Authority** - means an independent public authority which is established by a Member State, in the United Kingdom it is the 'Information Commissioner's Office'.
- **Data Controller** – has the meaning given to it in the General Data Protection Regulation. ezbob Ltd. is the Data Controller.
- **Data Processor** - has the meaning given to it in the General Data Protection Regulation.

