

HUMBUG PRIVACY POLICY

V1 February 2023

This Privacy Policy sets out details of the information we collect about you, how we may use it, how we ensure it is kept secure, whom we share it with, and what rights you have in respect of that information.

Up front, we'd like to make it very clear we're committed to respecting the information you trust us with and will only use the details you provide us with to contact you when providing services you have requested or information that we believe will be relevant and in your interests to be made aware of.

We will not share your data with any other 3rd party.

Information We Obtain

We may collect and store personal information that you provide to us through your use of our website, including the following types of information:

- Contact information - such as your name and e-mail address
- Business information - such as your company, job title, and location, and nature of your request via our contact form

Children's Personal Information

Our website is designed for a business audience. It is not directed to children. We do not knowingly collect or solicit personal information from children i.e., individuals under the age of 16. If we learn that we have collected personal information from a child, we will promptly delete that information from our records. If you believe that a child may have provided us with personal information, please contact us as specified in Contact Us section of this website privacy notice.

How We Use Personal Information

We may use the personal information we obtain through our website to:

- Respond to your requests and inquiries
- Market our services to you or your company
- Operate, evaluate and improve our business
- Protect against identity theft, and prevent fraud and other criminal or undesirable activity
- Comply with and enforce applicable legal requirements, relevant industry standards and our policies, including this website privacy notice

What kind of personal data is collected using "cookies"?

Information collected using cookies may include your device IP address, domain name, identifiers associated with your devices, device and operating system type and characteristics, web browser characteristics, clickstream data, your interactions with our website (such as the web pages you visit and links you click), the pages that led or referred you to our website, dates and times of access to our website, geolocation information, and other information about your use of our website.

We may use cookies and web beacons to help us track and understand how you use and interact with our website, measure the usability of our website and manage and enhance the functionality of our website.

To the extent required by applicable law, we will obtain your consent before placing cookies or similar technologies on your computer.

Our website may use third-party online analytics services, such as those of Google Analytics. To learn more about Google Analytics, please visit <http://www.google.com/analytics/learn/privacy.html>

Information Sharing

We do not disclose personal information we obtain about you, except as described in this website privacy notice. We may disclose information about you where:

- We are required to do so by law or legal process (such as a court order or subpoena)
- In response to requests by government agencies, such as law enforcement authorities
- To establish, exercise or defend our legal rights
- When we believe disclosure is necessary or appropriate to prevent physical or other harm or financial loss
- In connection with an investigation of suspected or actual illegal activity
- In the event we sell or transfer all or a portion of our business or assets (including in the event of a reorganization, dissolution or liquidation)
- Where we have a legitimate interest in doing so and your rights as a data subject are not adversely impacted
- We have your explicit consent

Data Transfers

We will not share or transfer personal data to any other entity or 3rd party.

Automated Collection of Data

When you use our website, certain personal information may be obtained by automated means, such as browser cookies, web beacons, device identifiers, server logs, and other technologies.

Cookie Policy

Our websites may use cookies to:

- Improve the performance of our websites
- Collect information about how users use our websites
- Improve users experience on our websites

We use Strictly Necessary cookies that are required for a website to function. They are used to ensure the safety, security and integrity of our website, as well as to enable users to move around the website and use its features. This type of Cookie only lasts for the duration of the time website users are visiting the website. When a user leaves the website they are deleted automatically.

Cookies categorized as Strictly Necessary cannot be turned off and the consent of the website user is not legally required before their use - we do not seek your consent before using cookies that are strictly necessary.

We may also use Performance cookies or analytical cookies. These cookies are used to collect information about how users use a website. These cookies don't collect information that identifies a visitor. The data from such cookies are aggregated and anonymised, which means that we cannot identify a user as an individual. We ask for your consent before these types of cookies are used.

Online Services and Third-Party Features

Our website may provide links to other online services and websites for your convenience and information and may include third-party features such as apps, tools, widgets and plug-ins (e.g., Instagram, LinkedIn, and Twitter buttons). These services, websites, and third-party features operate independently from us. The privacy practices of these third parties, including details on the information they may collect about you, are subject to the privacy statements of these parties, which we strongly suggest you review. To the extent any linked online services or third-party features are not owned or controlled by us, we are not responsible for these third parties' personal information practices.

Retention of Personal Information

To the extent permitted by applicable law, we retain personal information as long as it is needed for the purposes for which we obtained it, or we have a separate and clear lawful basis for retaining the personal data. Our aim is always to comply with the UK-GDPR which necessarily means that we only hold the personal data that we need and for so long as we either need or can reasonably justify holding it.

How We Protect Personal Information

We maintain administrative, technical and physical safeguards designed to protect the personal information we obtain through our website against accidental, unlawful or unauthorised destruction, loss, alteration, access, disclosure or use.

Your Rights and Choices

To update or correct your information, limit the communications you receive from us, or submit a request, please contact us directly by using the details below in Contact Us.

Under UK law, all data subjects to whom the UK General Data Protection Regulation (UK-GDPR) applies have certain rights including to:

- Request access to the personal information we hold about you
- Request that we update, correct, amend, erase or restrict our use of your personal information
- Exercise your right to data portability, by contacting us as indicated above
- Lodge a complaint with a supervisory authority regarding any breach of data protection rules
- In certain circumstances, request the erasure of or object to the retention or use of personal data.

You can exercise any of your rights as a data subject under the UK-GDPR by contacting us directly, see Contact Us below.

Contact Us

Please contact us in relation to any privacy matter including our use of your personal data or to exercise your rights by using the following contact details and providing details of your request: email Mark Taylor or Quentin Boyes at mark@humbugs.co.uk or quentin@humbbugs.co.uk

Changes to this Privacy Notice

We will inform you of any changes to our privacy policy so that you are always aware of the information we collect, how we use it and under what circumstances we disclose it.

Version 1 08/02/2023