

Privacy policy

This privacy policy contains important information about who we are and how and why we collect, store, use and share your personal data. It also explains your rights in relation to your personal data and how to contact us or supervisory authorities if you have a complaint.

We collect, use and are responsible for certain personal data about you. When we do so, we are subject to the UK General Data Protection Regulation (UK GDPR). We may also be subject to the EU General Data Protection Regulation (EU GDPR) in relation to goods and services we offer to individuals and our wider operations in the European Economic Area (EEA).

Key terms

It would be helpful to start by explaining some key terms used in this policy:

Term	Meaning
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We, us, our	Mapwhizz Limited
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Personal data	Any information relating to an identified or identifiable individual
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Data subject	The individual to whom the personal data relates
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Personal data we collect about you

The personal data we collect about you depends on the particular services we provide to you and how you use our Services. We may collect and use the following categories of personal data:

- **Account and contact data**, such as your name, email address, postal address, telephone number, company name, job title, log-in credentials and communication preferences;
- **Billing and transaction data**, such as billing address, records of payments, purchases and subscriptions;
- **Service input data**, such as office search criteria, commercial client data, employee location data, postcode data, workplace and destination data, and other geographic or journey-related information submitted through the Services for travel time, accessibility and location analysis;
- **Report and usage data**, such as information relating to Reports generated, account activity, feature usage, user interactions and platform performance data; and
- **Any other information** you or your organisation voluntarily provide to us, or that is necessary for us to provide the Services.

We collect and use this personal data for the purposes described in the section **How and why we use your personal data** below. If you do not provide personal data we ask for, it may delay or prevent us from providing the Services.

How your personal data is collected

We collect most of this personal data directly from you, including when you create an account, use our website or platform, communicate with us, or submit information through the Services.

We may also collect personal data:

- from Customers who submit personal data through the Services on behalf of their employees, representatives, clients or other relevant individuals;
- from publicly accessible sources, such as Companies House or HM Land Registry;
- directly from third parties, such as sanctions screening providers, credit reference agencies, customer due diligence providers, analytics providers, payment processors, or other service providers;
- from cookies and similar technologies used on our website and platform—for more information, please see our cookie policy; and
- through our IT systems, including automated monitoring of platform usage, system access and technical performance.

Our role in relation to personal data

Where we process personal data submitted through the Services for the purpose of generating Reports and providing the Services to a Customer, we generally do so on behalf of that Customer and act as its processor.

Where we process personal data for our own business purposes, including account administration, billing, payment collection, service security, fraud prevention, analytics, legal compliance and service improvement, we act as an independent controller.

Where a Customer provides personal data to us through the Services relating to its employees, representatives, clients or other individuals, that Customer is responsible for ensuring that it has the necessary rights, lawful basis and notices in place to provide that personal data to us.

How and why we use your personal data

Under data protection law, we can only use your personal data if we have a proper reason for doing so, including:

- where you have given consent;
- to comply with our legal and regulatory obligations;
- for the performance of a contract with you or to take steps at your request before entering into a contract; or
- for our legitimate interests or those of a third party.

A legitimate interest is when we have a business or commercial reason to use your personal data, provided that reason is not overridden by your own rights and interests.

We may use your personal data for the following purposes:

- to provide access to the Services and generate Reports;
- to process data submitted through the Services for travel time, accessibility and location analysis;
- to administer customer accounts, billing, subscriptions and payments;
- to communicate with you about your account, our Services, changes to our terms or policies, and other important notices;

- to monitor usage, troubleshoot issues, maintain platform security, and prevent unauthorised access, misuse or fraud;
- to comply with legal, regulatory and contractual obligations;
- to improve, develop, test and maintain the Services;
- to provide customer support and respond to enquiries, feedback or complaints; and
- to generate aggregated and anonymised statistics, analytics, insights and benchmarking information as described below.

Aggregated and anonymised data

We may use personal data submitted through or generated by the Services to produce aggregated and anonymised statistics, analytics, insights and benchmarking information for service improvement, product development, research, reporting and commercial business purposes.

We will ensure that such information does not identify you, your organisation or any individual. Where data has been fully anonymised and individuals are no longer identifiable, that information is no longer personal data.

Marketing

We may use your contact details to send you updates about our Services, including service announcements, product updates and marketing communications where permitted by applicable law.

Where required by law, we will obtain your consent before sending marketing communications. Where consent is not required, we send marketing communications on the basis of our legitimate interests in promoting and developing our business.

You can opt out of marketing communications at any time by:

- using the unsubscribe link in our emails;
- contacting us using the details set out in the **How to contact us** section below; or
- updating your preferences in your account, where that functionality is available.

We do not sell your personal data or share it with third parties for their own marketing purposes.

Who we share your personal data with

We routinely share personal data with:

- hosting, cloud infrastructure and technology service providers;
- payment processors and billing service providers;
- analytics, communications and customer support providers;
- professional advisers, including legal, accounting, audit and insurance advisers;
- regulators, law enforcement agencies, courts, tribunals and authorities where required by law or regulation;
- third-party service providers and data providers where necessary to deliver, support or improve the Services; and

- actual or potential buyers, investors, merger partners or other parties involved in a corporate transaction relating to our business, together with their professional advisers.

We only allow service providers and third parties to handle personal data where we are satisfied that they take appropriate measures to protect it and use it only in accordance with our instructions or as otherwise permitted by law.

Where your personal data is held

Personal data may be held at our offices and at the offices of our third-party service providers, including hosting, infrastructure, analytics, payment, communications and support providers.

Some of these providers may process personal data outside the UK or EEA. For more information about this, see **Transferring your personal data out of the UK and EEA** below.

How long your personal data will be kept

We will not keep your personal data for longer than necessary for the purposes for which it is used.

In general, we will retain personal data for as long as your account remains active and thereafter for as long as reasonably necessary for legal, regulatory, tax, audit, security, backup, dispute-resolution and legitimate business purposes.

In many cases, we will retain relevant account and service-related personal data for up to five (5) years after your account is closed or deleted, unless a longer or shorter retention period is required or justified by law, regulation or the nature of the data.

Where appropriate, we will then delete or anonymise your personal data.

Transferring your personal data out of the UK and EEA

Some of our service providers may process personal data outside the UK or EEA.

Where we transfer personal data internationally, we will ensure that appropriate safeguards are in place in accordance with applicable data protection law. These safeguards may include:

- a country that has been recognised as providing an adequate level of protection for personal data;
- standard contractual clauses or other approved transfer mechanisms; or
- another lawful basis for transfer permitted by applicable law.

If you would like more information about international transfers and the safeguards we use, please contact us using the details in the **How to contact us** section below.

Your rights

You have the following rights, free of charge, subject to the conditions and exceptions set out under applicable data protection law:

- the right of access;
- the right to rectification;
- the right to erasure;
- the right to restriction of processing;
- the right to data portability;
- the right to object;
- the right not to be subject to a decision based solely on automated processing, including profiling, where that decision produces legal or similarly significant effects; and
- the right to withdraw consent at any time, where we rely on consent to process your personal data.

If you would like to exercise any of these rights, please contact us using the details set out below.

Keeping your personal data secure

We have appropriate security measures to prevent personal data from being accidentally lost, or used or accessed unlawfully. We limit access to your personal data to those who have a genuine business need to access it. Those processing your personal data will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures to deal with any suspected personal data breach. We will notify you and any applicable regulator of a personal data breach where we are legally required to do so.

How to complain

We hope we can resolve any questions or concerns you may have about our use of your personal data.

If you have a complaint, please contact us first using the details in the **How to contact us** section below.

You also have the right to lodge a complaint with the Information Commissioner's Office (ICO) in the UK, or with your local supervisory authority in the EEA if applicable.

Changes to this privacy policy

This privacy policy was published on [insert date] and last updated on [insert date].

We may update this privacy policy from time to time. Where appropriate, we will notify you of material changes by email, through the Services, or by other appropriate means.

Updating your personal data

We take reasonable steps to ensure your personal data remains accurate and up to date. To help us do this, please let us know if any of the personal data you have provided to us has changed.

How to contact us

If you have any questions about this privacy policy, the personal data we hold about you, or if you would like to exercise any of your rights, please contact us using the details below:

Mapwhizz Limited

Email: hello@mapwhizz.co.uk

Address: C/O Mjb Avanti Epsilon House, West Road, Ipswich, Suffolk, England, IP3 9FJ