

Who are we?

We are Businessmatica Global Limited, its subsidiaries and affiliated entities (hereinafter "Businessmatica", "We" or "Us"). Businessmatica is the Data Controller of your personal data as described in this Privacy Statement, unless otherwise specified. Businessmatica founded in the United Kingdom and presence in the European Economic Area (EEA) member state of Republic of Ireland.

Businessmatica is committed to protecting your personal data and respecting your privacy and rights, and this statement is intended to provide you with information on how your personal data is processed.

What does this Privacy Statement cover?

This Privacy Statement applies to any personal data We may process about you that we might get from third parties or collect directly from you when you interact with Us, such as when you:

- Visit our website, www.businessmatica.co.uk and other online services, including social media pages;
- Send or receive communications from or to us, including emails, phone calls, texts or faxes;
- Use our products and services (for example, as an employee of one of our customers who provided you with access to our products or services) to the extent that we are acting as a controller of your personal data. You should be aware that processing of personal data is required for receiving certain products or services;
- Access downloadable applications from mobile devices in accordance with their respective privacy statements.
- Participate in activities such as events, webinars, training, campaigns, or contests by, showing interest, inquiring, registering, attending, or participating;
- Access, use, or download content from us (newsletters, whitepapers, reports, etc.).

Please visit our Cookie Policy to know in detail about the cookies we use on our websites bearing Businessmatica name.

This Privacy Statement will be available via link on all sites and services which it covers. Other Businessmatica websites, apps, or online services may collect and use personal data about you for different purposes and will accordingly publish a separate policy statement/ terms and conditions specific to the processing activity. Links to websites, applications, and services that are not controlled by Businessmatica may appear on our websites and services; we have no control over the information or privacy policies of those websites. The information practices of other services, or of social media platforms that host our branded social media pages, are governed by their privacy statements, which you should review to better understand their privacy practices.

Our websites and offerings are directed to people in their business or professional capacities. They are not intended for children under 18 years of age. We do not knowingly solicit information online from, or market online to, children under 18 years of age. If you are a parent or guardian and believe your child has provided us with personal data without your consent, please contact us as indicated below and we will take steps to delete their personal data from our systems.

This Privacy Statement does not apply to the extent we process personal data in the role of a data processor or service provider, including personal data processed on behalf of our customers.

What personal data do we process?

For the purposes of this Statement, 'Personal Data' means any information about you from which you can be identified, whether derived from that information on its own or when combined with other information that we or another party may hold about you.

Types of data: Depending on the nature of your interaction with us, this information may include business contact details (such as name, title, company, email address or telephone number), the content of your communication, information about how you use our website and our products or services, your feedback, interests in our products and services, and any publicly available information relevant from a business-to-business perspective. In addition, this may include information about your computer and about your visits to and usage of this site, such as your Internet Protocol (IP) address, your computer's operating system and browser type, and information collected via cookies.

This may also include collecting personal data about you from a third party who is authorized to act on your behalf or from third party services that you use to interact with our services. We may also collect your personal data from other sources such as public databases, joint marketing partners, and social media platforms, to the extent permitted by applicable laws.

If you provide Us with any personal data relating to other individuals, you represent that you have the authority to do so and, where required, you have obtained any necessary consent. You acknowledge that this personal data may be used in accordance with this Privacy Statement.

Mobile Apps published by Businessmatica are governed by their respective privacy policies which can be accessed upon downloading them. With regards to Mobile Apps, in addition to contact information, We or Our service providers (such as mobile operating system and platform providers) may also collect information relating to your device, including your device model, operating system, browser type, unique device identifier, IP address, mobile phone number, mobile network carrier, location, and the way you are using the Mobile App. The information collected will depend on the functionality of the specific Mobile App you are using. If any other information is collected relating to your use of a Mobile App, such information will be specified in the Mobile App.

This Privacy Statement will be available via link on all sites and services which it covers. Other Businessmatica websites, apps, or online services may collect and use personal data about you for different purposes and will accordingly publish a separate policy statement/ terms and conditions specific to the processing activity. Links to websites, applications, and services that are not controlled by Businessmatica may appear on our websites and services; we have no control over the information or privacy policies of those websites. The information practices of other services, or of social media platforms that host our branded social media pages, are governed by their privacy statements, which you should review to better understand their privacy practices.

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Why do we process your personal data?

We process your personal data for specified and lawful purposes only and in accordance with the applicable data protection laws.

- Your personal data will be processed by Businessmatica for the following purposes:
- Legitimate interest
- For taking steps at your request prior to entering into a contract and/or for performance of a contract
- Compliance with Legal Obligations
- Consent

How long do we retain your personal data?

We retain your personal data for as long as it is necessary to fulfil the purposes for which it was collected, or longer if required to fulfil our legal and contractual obligations. After expiration of the retention period, your personal data will be deleted. If we are unable to completely delete the personal data from our systems, We will ensure that there are appropriate measures in place to secure the information and protect it from further use.

What are your rights and how can you exercise them?

Depending on your relationship with Businessmatica and in line with local data protection laws, you may have several rights in relation to your Personal Data such as access, rectification, erasure, restriction of processing, objection, withdrawal of consent, not to be subject to decisions solely based on automated processing, opt out of marketing communications, etc. Please note, these rights are subject to exemptions and may not apply in all circumstances. If you wish to exercise these rights, Businessmatica will provide you with the requested information or will action your request within stipulated timelines as per applicable privacy and data protection laws, after receipt of your verified request, subject to any extensions that may be required and communicated to you.

With whom do we share your personal data?

Businessmatica is a truly global organisation so your Personal data may be transferred for any of the above stated purposes to different global locations. These transfers will be undertaken in compliance with applicable law(s) and regulation(s).

If it is necessary to transfer your Personal Data from your habitual place of residence to countries that do not offer adequate protections, then we will ensure that appropriate safeguards as required by applicable laws are put in place prior to the transfer of the data. For example by incorporating standard contractual clauses (more information about such clauses is available [here](#)) or Binding Corporate Rules (BCRs) into contract(s) / data transfer agreement(s) established between the parties transferring the Personal Data and a copy of which can be requested by registering your request at Data Subject Request Portal.

We may transfer or share your Personal Data with third parties such as our service providers and vendors, business partners, professional and corporate advisors, public or government authorities including law enforcement, network providers, third party websites, and our affiliates or subsidiaries.

When required, Businessmatica may disclose your Personal Data to external law enforcement bodies or regulatory authorities, in order to comply with legal obligations. We may also disclose your

personal data where mandated by law and as further required when We believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request.

In the event of a merger, reorganization, dissolution or other fundamental corporate change, We may need to disclose your information to a third party in accordance with applicable laws.

How do we safeguard your personal data?

We use a range of security measures to protect your personal data from unauthorized or unlawful access, loss, disclosure, or alteration, including technical, organizational, and physical measures. We have sufficient controls, policies, procedures, and the guidance in line with industry best practices and information security standards such as ISO27001 etc. to ensure the security of personal data is maintained at all stages of its lifecycle.

Still, no system can be guaranteed to be 100% secure. If you have questions about the security of your personal information, or if you have reason to believe that the personal information that we hold about you is no longer secure, please contact us immediately as described in this Privacy Statement.

How can you contact us if you have any questions?

If you have any questions or concerns about this Privacy Statement or how your Personal Data is processed, then you can contact the Global Privacy Office at contactus@businessmatica.co.uk

How will we update this Privacy Statement?

We may amend this Privacy Statement from time to time. If We materially change our Privacy Statement, we will provide notice prior to the update taking effect by posting a notice on our website or, where required by law, providing you with notice of such updates. We encourage you to visit our sites periodically to stay informed about our privacy practices.

Cookies Policy

Effective date: July 1, 2025

Businessmatica is committed to protecting your personal data and respecting your privacy rights. This “Cookies Policy” is intended to provide information on how we, Businessmatica, use cookies and similar technologies on Businessmatica websites. For more information on how Businessmatica handles your personal data in general, visit our [Privacy Statement](#).

What are cookies?

Cookies are text files with small pieces of data that are stored by the browser on your browsing device (such as your computer, tablet or mobile phone) or by the page you are viewing when you visit a website, unless you have adjusted your browser setting so that it will refuse cookies.

Cookies may enable a website to save certain information, such as to remember your actions and preferences over a period of time so that you do not have to re-enter the information when revisiting the website or browsing from one page to another.

You can enable or disable cookies that we use according to your preferences at Businessmatica Cookies Preference Center.

Depending on your settings in our Cookies Preference Center on your mobile device, the following information may be collected through cookies or similar technology: your unique device identifier, mobile device IP address, information about your device's operating system, mobile carrier and your country location (to the extent permissible under applicable law).

What type of cookies are used by Businessmatica's websites and why?

Our websites uses different types of cookies to distinguish you from other website users. You do not need to allow cookies to visit most of the website. However, some cookies are required for certain parts of the website to work properly. In addition, enabling cookies may allow for a more tailored browsing experience. Cookies managed by Businessmatica only are called "first party cookies" whereas cookies from third parties are called "third party cookies" as explained below.

As indicated in our cookies banner and Cookies Preference Center, the cookies used on Businessmatica websites are explained below:

- Strictly Necessary Cookies
- Performance Cookies
- Functional Cookies
- Advertising Cookies
- Social Media Cookies
- Video Cookies

Does Businessmatica use any tracking technologies similar to cookies?

We may also use web beacons or other technologies for similar purposes as above and we may include these on our sites, in marketing e-mail messages or our newsletter, and affiliated websites, to determine whether messages have been opened and links clicked on. Web beacons do not place information on your device, but they may work in conjunction with cookies to monitor website activity. The information provided below about cookies also applies to web beacons and similar technologies.

How do I turn off cookies?

You have the option of consenting to our use of cookies prior to browsing our websites. You can manage your cookie choices at our Cookies Preference Center.

Cookie Preferences

The tool will record when you have consented to our Cookies Policy (excluding third party cookies) and will ask for consent every six (6) months to ensure users stay up-to-date with changes to our Cookies Policy and Privacy Policies.

Please note that Strictly Necessary Cookies cannot be disabled, nor can the tool be used to block cookies on third-party websites linked to our website. Also, disabling a cookie or category of cookies does not delete the disabled cookie from your browser unless manually completed through your browser function.

Using your browser to control cookies

Your browser settings allow you to configure which Cookies may be saved on your device but note that some parts of our website may not function properly if Cookies are disabled. For further information on how to change these settings, visit your browser's support site.