

PRIVACY NOTICE

INTRODUCTION

Welcome to Meirik Ltd's privacy notice.

Meirik Ltd deals with consulting and training in the areas of Agile and Lean.

Meirik Ltd respects your privacy and is committed to protecting your personal data. The purpose of this privacy notice is to provide a comprehensive overview and to explain how we collect and use any personal information and data we may obtain from you and about you.

For ease of use this privacy notice is provided in a layered format so you can click through to the specific areas set out below.

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1. IMPORTANT INFORMATION AND WHO WE ARE

PURPOSE OF THIS PRIVACY NOTICE

This privacy notice aims to give you information on how Meirik Ltd collects and processes your personal data through your use of this website, including any data you may provide through this website when you purchase our services.

This website is not intended for children and we do not knowingly collect data relating to children.

It is important that you read this privacy notice together with any other privacy policy or fair processing policy we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements other notices and privacy policies and is not intended to override them.

CONTROLLER

Meirik Ltd is the controller and responsible for your personal data (collectively referred to as "Company", "we", "us" or "our" in this privacy notice).

Our registered office is located at 86-90 Paul Street, London, EC2A 4NE.

We have appointed an IT Coordinator (ITC) who is responsible for overseeing questions in relation to this privacy notice. If you have any questions about this privacy notice, including any requests to exercise your legal rights, please contact the ITC using the details set out below.

CONTACT DETAILS

If you have any questions about this privacy notice or our privacy practices, please contact our ITC in the following ways:

Full name of legal entity: Meirik Ltd

Email address: office@meirik.com

Postal address: 86-90 Paul Street, London, EC2A 4NE

Telephone number: + 44 750 887 5126

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

CHANGES TO THE PRIVACY NOTICE AND YOUR DATA

We keep our privacy notice under regular review. We do encourage you to visit our website regularly to stay informed of any changes.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

THIRD-PARTY LINKS

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

2. THE DATA WE COLLECT ABOUT YOU

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer different kinds of personal data about you which we have grouped together as follows:

- **Identity Data** includes first name(s), last name(s), company's name, username or similar identifier, marital status, title, date of birth or gender.
- **Contact Data** includes billing address, postal address, email address and telephone numbers.
- **Education and employment information** includes your current and previous education and employment details.

- **Financial Data** includes bank account and payment card details.
- **Transaction Data** includes details about payments to and from you and other details of services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password, purchases or orders made by you, your interests, preferences, feedback and survey responses.
- **Usage Data** includes information about how you use our website, products and services.
- **Marketing and Communications Data** includes your preferences in receiving marketing from us and our third parties and your communication preferences.
- Any other personal information that you chose to disclose to us.

We do not collect, use or share any **Aggregated Data** such as statistical or demographic data for any purpose.

We do not collect any **Special Categories of Personal Data** about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences.

IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with services). In this case, we may have to cancel a product or service you have with us but we will notify you if this is the case at the time.

3. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including:

- **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in

forms or by corresponding with us by post, phone, email or otherwise. This includes personal data you provide when you:

- apply for our services for example when using our website;
 - enter into an agreement with us;
 - request marketing to be sent to you; or
 - give us feedback or contact us.
- **Automated technologies or interactions.** Information we gather from technology about how you access our services and your interactions with various media posts such as via Google analytics or Facebook analytics, Microsoft as well as your Technical Data and usage information. Technical Data from the following parties:
 - Analytics providers, such as Google, based outside the UK;
 - Advertising networks, such as LinkedIn, based outside the UK;
 - Search information providers, such as Google, based outside the UK.
 - **Identity and Contact Data** from publicly available sources, such as Companies House or the Electoral Register based inside the UK.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the agreement we are about to enter into or have entered into with you.
- Where we contact you to inform you about our services (marketing, newsletter).
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending third party direct marketing communications to you via email or text message. You have the right to withdraw consent to marketing at any time by contacting us.

4.1 WHEN WE NEED TO PERFORM THE AGREEMENT WE ARE ABOUT TO ENTER INTO OR HAVE ENTERED INTO WITH YOU

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

If we have entered or are about to enter into a contract with you it may be necessary for us to process your personal information in order to perform the agreement as entered between you and us.

This may include processing your personal information in the following ways:

- Communicating with you;
- Providing you with personal services, like trainings or consultancy services;
- Confirming your identity;
- Processing your Education and Employment information.

4.2 MARKETING

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising.

PROMOTIONAL OFFERS FROM US

We may use your Identity, Contact, Technical, Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing). The marketing communications from us will be in respect to the services similar to one you have purchased from us already.

You will receive marketing communications from us if you have requested information from us or purchased services from us and you have not opted out of receiving that marketing.

THIRD-PARTY MARKETING

We will get your express opt-in consent before we share your personal data with any third party for marketing purposes.

OPTING OUT

You can ask us or third parties to stop sending you marketing messages at any time by sending us email on: office@meirik.com

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a service purchase, warranty registration, service experience or other transactions.

4.3 LEGITIMATE INTEREST OF THE FIRM

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

We may process your information where it is in our legitimate interest to do so as a firm. We will do this without prejudicing your fundamental rights and freedoms. This may include:

- Ensuring that we are providing you with the best service,
- Identifying any other services we think that may be of your interest given all the information you have provided us already,
- Developing our professional relations with you as or customer,
- Protecting our rights and interest if there is any ongoing case with you involved as a party.

4.4 COMPLY WITH A LEGAL OBLIGATIONS THAT ARE PLACED ON US BY VARIOUS AUTHORITIES

Comply with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

4.5 CHANGE OF PURPOSE

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. DISCLOSURES OF YOUR PERSONAL DATA WITH THIRD PARTIES

We may provide your personal data to the following entities:

- legal advisors and lawyer's companies that provide services to us;
- online communication tools (for instance, Slack, Kanbanize, Docusign, Google Meet, Miro.com, Mural.co, Mailchimp or Zoom)
- educational institutions (for instance, Kanban University, Advanced Development Methods, Inc (Scrum.org);
- consumer review website (Trustpilot A/S)
- payment services companies;
- accounting companies;
- hosting companies;
- companies responsible for sending text messages;
- insurance companies (if necessary for propose of any claims)
- HM Revenue & Customs, regulators and other authorities based in the UK.

We may share your personal data whenever we are legally obliged to do so. Nevertheless, we assure you that every request to disclose your personal data is analysed very carefully and thoroughly, to avoid passing any information inadvertently to unauthorized persons.

We may change the suppliers we use. If you wish to obtain a full list of our suppliers or require any further information with this regard, please contact our ITC at office@meirik.com

6. INTERNATIONAL TRANSFERS

Many of our external third parties are based outside the UK so their processing of your personal data will involve a transfer of data outside the UK.

Whenever we transfer your personal data out of the UK, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards are implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection of personal data, such as EEA countries.
- Where we use certain service providers, we may use specific contracts approved for use in the UK which give personal data the same protection it has in the UK.

Please contact us if you want further information on the specific mechanism used by us when transferring your data outside the UK.

7. DATA SECURITY OF YOUR PERSONAL DATA

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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

8. DATA RETENTION

HOW LONG WILL YOU USE MY PERSONAL DATA FOR?

By providing you with products and services we create records that contain your information, such as customer account records, tax records or activity records. We may use your personal data in order to conclude and perform a contract with you.

The retention periods for the records as mentioned above are determined based on the type of record or nature of the activity. Typically however we will retain your personal information for a period of six years after your contractual relationship with Meirik Ltd ends.

We may however in some circumstances retain your personal information for longer periods whenever we are required by law to do so or if there is an ongoing case that requires us to retain your data.

If you wish to obtain more information on how long we will keep your information please contact us at office@meirik.com

9. YOUR LEGAL RIGHTS IN RESPECT OF YOUR PERSONAL DATA

Under certain circumstances, you have rights under data protection laws in relation to your personal data:

- ***Request access to your personal data.***
- ***Request correction of your personal data.***
- ***Request erasure of your personal data.***
- ***Object to processing of your personal data.***
- ***Request restriction of processing your personal data.***
- ***Request transfer of your personal data.***
- ***Right to withdraw consent.***

If you wish to exercise any of the rights set out above, please contact us at office@meirik.com or complete a contact form available on our website in 'Contact' section. You may wish to use this link to access our website: <https://meirik.com>

You have the right to:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

If you wish to obtain a copy of your personal information please contact our ITC.

We will provide you with such information within one month after receiving your request, however we reserve our right to exceed this time up to two months whenever we hold a large amount of data or if the request is complex.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us. If you wish to correct your data, please contact our ITC and provide us with the correct information so we will be able to progress your request as soon as possible.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request, especially we may not be able to erase your personal data if it has been less than six years from the conclusion of your contractual relationship with Meirik Ltd.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which override your rights and freedoms.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.

- Where our use of the data is unlawful but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide to you, or a third party you have chosen, your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any processing carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent. If you wish to withdraw your consent, please contact our ITC.

NO FEE USUALLY REQUIRED

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

WHAT WE MAY NEED FROM YOU

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

TIME LIMIT TO RESPOND

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. COOKIES

Please note that our website uses cookies. A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.

You may change the settings for "cookies" independently and at any time, including blocking them completely, specifying the conditions for their storage and access to your device through "cookies".

Changes to these settings can be made using the web browser settings. However, such a change may cause the page to work incorrectly. These settings can be changed in particular in such a way as to block the automatic handling of "cookies" in the settings of the web browser or inform about their each posting on the user's device.

Detailed information about the possibilities and ways of handling "cookies" are available in the software (web browser) settings.

Meirik may use single, invisible pixels embedded in the website to recognize the returning and collecting information about your new preferences.

Cookie files and pixel calling are widely used on the internet and are completely safe for you.

Your personal data is stored in a database in which technical and organizational measures ensuring protection of the data processed comply with the requirements set out in the applicable law.

Please note that cookies do not typically contain any information that personally identifies a user, but personal information that we store about you may be linked to the information stored in and obtained from cookies.