

Privacy Notice

The purpose of this notice

This privacy notice explains how we will process your personal information obtained through your use of our website at <https://arthealthsolutions.com/>, and, if you represent a business we deal with, through other interactions with you (for example, networking events, marketing activities).

ART Health Solutions offer bespoke services to businesses to measure the impact of the work experience on employee health, wellbeing and performance via the collection of aggregate data through wearable and sensor technologies. ART provides businesses with key insights into the interaction between the workplace experience, employee behaviours, health and cognitive performance, allowing clients to make evidence-based decisions across a number of domains.. Our website provides users with a breakdown of how we produce our data sets, the technology used, how to get in touch with us, and case studies showcasing the results of our previous work.

It is important that you read this privacy notice, together with any just in time privacy notices we may provide elsewhere on our website, so that you are fully aware of how and why we are using your data, and what data protection rights you have.

What does this notice cover?

You can either scroll down to read this notice in its entirety (which we recommend), or click on one of the links below to go straight to the section you are interested in.

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Who we are and how to contact us

When we say *we, us* or *our* in this privacy notice, we mean Art Health Solutions Ltd, a company incorporated and registered in England and Wales with company number 11211432, whose registered office is at PROTO Office 0.10, Baltic Quarter, Gateshead, Tyne And Wear, England, NE8 3DF.

For the purposes of the Data Protection Legislation, we are the **controller** of your personal data. This means that we are responsible for deciding how we hold and use personal information about you.

If you have any questions in regard to any part of this notice, (including any requests to exercise your legal rights) please contact us either by:

- (a) website contact form at <https://arthealthsolutions.com/contact/>;
- (b) phone at 02071 646736; or
- (c) post to the address above.

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Data Protection Legislation

We are committed to protecting your privacy and safeguarding your personal data. Our use of your personal data is subject to the data protection laws applicable in the United Kingdom, which on the date of the publication of this notice includes the EU General Data Protection Regulation, the UK Data Protection Act 2018 and other relevant UK and EU legislation concerning personal data (together **Data Protection Legislation**).

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The personal data we collect

Personal data means information which relates to an identified or an identifiable individual.

| Types of personal data we may collect | Examples |
|---------------------------------------|--|
| Identity data | name; title; |
| Contact data | address; email; telephone number (if you contact us by phone); |
| Professional data | name of business or organisation; professional contact details; job title; professional credentials |
| Usage data | details of free materials you have accessed on our website; information on which parts of the website you click on, etc. |
| Financial and transactional data | details of orders made and processed; details of payment received/made; details of invoices received/issued; |
| Contract data | details of your contracts with us (e.g. the terms and conditions governing your contract with us, the start and end date of the contract, and details of the Statement of Work you have agreed to); |
| Enquiries data | details of enquiries submitted by you through our website' contact form or by phone; |
| Technical data | IP address, URI address (Uniform Resource Identifier); server information request and response; packet size; packet loss; browser type and version, time zone setting and location, browser plug-in types and versions, time spent on each website page; sequence of pages visited; operating system and platform and other technology on the devices used to access your website). Please see our Cookies Notice https://www.iubenda.com/privacy-policy/61862745/cookie-policy for further details. |

Anonymised data

We may also collect, use and share anonymised, aggregated data such as statistical or demographic data for any purpose. Anonymised data may be derived from your personal data but is not considered personal information in law as this information does not directly or indirectly reveal your identity. For

example, we may aggregate information on how you use our website to calculate the percentage of users accessing a specific website feature.

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How we collect personal data

We collect most of this information from you directly. However, we may also collect information from other sources.

| Type of source | Examples |
|--|--|
| Your use of our website and services | when you submit an online enquiry; when you engage us to provide data insight services for your business. |
| Direct interactions with you | when you first contact us (e.g. by phone or email); when you register interest in our services; when you give us your business card; when you deal with us during our supply of services to you. |
| From publicly accessible sources | your website; your profiles on social media platforms (e.g. LinkedIn, Facebook, Twitter); professional networking groups and databases. |
| Directly from a third party | another organisation or professional who told us that you would like to hear from us. |
| Automated technologies or interactions | as you interact with our website and advertisements, we may automatically collect technical data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies. For further details, please see our Cookies Notice https://www.iubenda.com/privacy-policy/61862745/cookie-policy |

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How and why we use personal data

Under the Data Protection Legislation, we can only use your personal data if we have a proper reason for doing so, for example: consent, contact, legitimate interests, or legal obligation.

1. Consent. We may process your data based on your consent to:

- place cookies and similar tracking technologies on your device (please see our Cookies Notice <https://www.iubenda.com/privacy-policy/61862745/cookie-policy> for further details);
- send you our newsletter and other marketing communication; or
- respond to your enquiries, you consent to us responding to your enquiries by submitting the contact form.

Right to withdraw consent

Where your permission is required, we will ask you for such consent separately and clearly. You have the right to withdraw consent to marketing at any time by;

- emailing us at info@arthealthsolutions.com; or
- using the 'unsubscribe' link in our marketing emails.

2. Contract. We will use your personal data if we need to do it to perform our obligations under a contract with you (for example under our Website Terms of Use https://arthealthsolutions.com/wp-content/uploads/2021/04/ART-Health-Solutions_Terms-of-Website-Use_03.01.20-final.pdf), or if it is necessary for a contract which we are about to enter with you. For example, if we need to:

- manage our relationship with you (e.g. to respond to your enquiries or to notify you about changes to our services and to inform you about updating preferences);

3. Legitimate interests. We may process your personal data when we (or third party) have a legitimate reason to use it, so long as this is not overridden by your own rights and interests. For example:

- to manage our relationship with you;
- to interact with you professionally (e.g. if you represent our current or prospective client, supplier or business partner) to manage our relationship with the business you represent (e.g. collecting debts owed to us, enforcing the terms of our contract);
- to administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data);
- to deal with your enquiry unrelated to a contract which we may have with you;
- to provide you with a free service (e.g. to provide you with our articles and other functionalities of our website);
- to increase our business or promote our brand through delivering relevant website content, marketing communication and advertisements to you;
- to improve our website, products, services, marketing, and customer relationships and understanding;
- to conduct web analytics (via Hotjar and Google Analytics);
- for the prevention and detection of fraud and spam; and
- for the establishment, exercise or defence of legal claims.

We may ask you to confirm or update your marketing preferences if you instruct us to provide further services in the future, or if there are changes in the law, regulation, or structure of our business.

4. Legal obligation. We may process your personal data to comply with our legal obligation. For example, to:

- notify you about changes to our terms or privacy policy;
- address your complaint; and
- comply with a request from a competent authority.

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Who we share personal data with

We may share your information with third parties for the purposes set out in this notice.

We share data with providers of cloud-based tools and services, which we use to operate our business:

- Microsoft, a company based in the USA, who provides web hosting services to us. Microsoft Azure host our data in Ireland;
- Amazon, a company based in USA, who provides web hosting services to us. Amazon Web Service host our data in London, UK;
- Google, based in the USA, who provide Google Analytics web analytics services to us and also provides the Google Maps widget to us on our website. See their [privacy notice](#); and
- Hotjar, based in Malta, who provide web user heat mapping interaction and behaviour analytics services to us. See their [privacy notice](#).

We impose contractual obligations on the above providers to ensure that your personal data is protected.

International data transfers

Transfers of data outside the European Economic Area (**EEA**) are subject to the EU Standard Contractual Clauses under the Data Protection Legislation. Those of our providers who are based in the US, accept the EU Standard Contractual Clauses. Transfers of personal data to US companies who subscribe to the EU-US Privacy Shield framework are deemed by the European Commission to provide an appropriate level of protection.

Our suppliers may transfer your data outside the EEA but only to countries that have been identified by the European Commission as providing adequate protection, or a third party using an appropriate safeguard mechanism (for example, by entering into the European Commission's standard contractual clauses).

Other sharing

We may also:

- disclose your personal data to professional advisers (e.g. lawyers, accountants, auditors or insurers) who provide professional services to us;
- disclose your personal data to certain third parties if specifically requested or agreed with you (e.g. if you ask us to introduce you to a third party);
- disclose and exchange certain information with law enforcement agencies and regulatory bodies to comply with our legal obligations; and
- share some personal data with other parties, such as potential buyers of some or all of our business or during a re-structuring. The recipient of the information will be bound by confidentiality obligations.

Such data recipients will be bound by confidentiality obligations.

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How long we keep personal data

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting

requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

For example:

- if you subscribe to our updates, we will hold your data for that purpose until you unsubscribe or otherwise tell us that you no longer wish to receive such communications; or
- if you enquire or purchase our business-to-business services, we will keep your personal data for marketing purposes for two years from when we last heard from you, unless you earlier opt-out from receiving marketing communications.

We may also anonymise your personal data (so that it can no longer be associated with you) for analytics, research or statistical purposes, in which case we may use this information indefinitely without further notice to you.

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Your rights

You have a number of rights in relation to your personal data, which allow you to access and control your information in certain circumstances. You can exercise these rights free of charge, unless your request is manifestly unfounded or excessive (in which case we may charge a reasonable administrative fee or refuse to respond to such request).

| Your right | Explanation |
|---------------------------|--|
| Access | This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it. |
| Rectification | The right to require us to correct any inaccuracies in your personal data. |
| Erasure (to be forgotten) | The right to require us to delete your personal data in certain situations. |
| Restriction of processing | The right to require us to restrict processing of your personal data in certain circumstances (e.g. if you contest the accuracy of the data we hold). |
| Data portability | The right to receive, in certain situations, the personal data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party. |
| To object | The right to object at any time to your personal data being processed for direct marketing (including profiling) or, in certain other situations, to our continued processing of your personal data (e.g. processing carried out for the purpose of our legitimate interests). |

| | |
|---|--|
| Not to be subject to automated individual decision-making | The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you, or similarly significantly affects you. |
|---|--|

If you would like to exercise any of those rights, please contact us at info@arthealthsolutions.com. Please let us know what right you want to exercise and the information to which your request relates.

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Keeping 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 information will do so only in an authorised manner and are subject to a duty of confidentiality.

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

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Complaints

We hope that we can resolve any query or concern you may raise about our use of your information. You may contact us by using the contact methods set out in the *Who we are and how to contact us* section of this policy.

The Data Protection Legislation also gives you a right to lodge a complaint with a supervisory authority, in particular in the European Union (or the European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws has occurred. The supervisory authority in the UK is the Information Commissioner, who may be contacted at <https://ico.org.uk/concerns>, telephone on 0303 123 1113, or by post to: Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF. We would, however, appreciate the chance to deal with your concerns before you approach the Information Commissioner's Office, so please contact us in the first instance.

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Changes to this privacy policy

This privacy policy was last updated on 02/09/2021.

We may change this privacy notice from time to time, when we do we will publish the new version of the policy on our website. We may also inform you via email or post.

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