

# Privacy Policy

We are committed to protecting personal data and handling information responsibly and transparently. This Privacy Policy explains how we collect, use, and safeguard personal data.

## 1. Website Visitors

**Types of Personal Data:** When you visit our website, we may collect limited personal data such as IP address, browser type, device information, pages visited, and cookies or similar tracking technologies.

**Purposes of Processing:**

- To operate and improve the website
- To understand usage patterns and performance
- To ensure security and prevent misuse

**Legal Basis:** Processing is based on legitimate business interests and, where applicable, user consent for cookies and analytics.

**Disclosure:** Website data may be shared with trusted service providers that support hosting, analytics, and security. Data is not sold.

**Retention Period:** Data is retained only for as long as necessary to fulfill the stated purposes or as required by law.

## 2. Contacting Us or Communicating With Our Experts

**Types of Personal Data:** Name, organization, email address, phone number, and any information you voluntarily provide in communications.

**Purposes of Processing:**

- To respond to enquiries
- To provide requested information or demonstrations
- To manage business communications

**Legal Basis:** Processing is based on consent and legitimate business interests.

**Retention Period:** Data is retained for the duration necessary to manage the communication and any follow up, unless longer retention is required by law.

### 3. Individuals Employed by Customers

**Collection of Personal Data:** Personal data may be collected when customer employees use or interact with our platforms or services in an authorized capacity.

**Types of Personal Data:** Professional contact details, user credentials, access logs, and operational usage data, as applicable.

**Purposes of Processing:**

- To deliver contracted services
- To support system access, security, and auditing
- To comply with legal and contractual obligations

**Legal Basis:** Processing is based on contractual necessity, legitimate interests, and compliance with applicable laws.

**Retention Period:** Data is retained in accordance with customer agreements, applicable regulations, and operational requirements.

**Data Protection and Security:** We apply appropriate technical and organizational measures to protect personal data, including access controls, encryption, and monitoring.

**Your Rights:** Individuals may have rights under applicable laws to access, correct, or delete personal data. Requests can be submitted by email to [privacy@iolaire.ai](mailto:privacy@iolaire.ai)

### 4. Visiting Our Physical Premises

**Collection of Personal Data:** Personal data may be collected when you enter our premises through security and access control measures.

**Types of Personal Data:** This may include name, company affiliation, visitor logs, access credentials, CCTV footage, and entry or exit timestamps.

**Purposes of Processing:**

- To ensure physical security and safety
- To manage authorized access
- To protect employees, visitors, and company assets

**Legal Basis:** Processing is based on legitimate business interests and compliance with security and safety obligations.

**Retention Period:** Personal data is retained only for the duration necessary to meet security, legal, or operational requirements, after which it is securely deleted.

## 5. Visiting Our Social Media Profiles

**Collection of Personal Data:** Personal data may be collected when you interact with our official social media profiles, such as liking, commenting, sharing, or messaging.

**Types of Personal Data:** This may include publicly available profile information, usernames, comments, messages, and interaction data, as determined by the social media platform.

### Purposes of Processing:

- To engage with users and respond to enquiries
- To share company updates and content
- To understand audience engagement and interests

**Legal Basis:** Processing is based on legitimate business interests and user consent as governed by the respective social media platforms.

**Retention Period:** Data is retained in accordance with platform policies and only for as long as necessary to manage interactions or comply with legal obligations.

**6. Disclosure and Sharing of Personal Data:** In certain circumstances and in accordance with applicable legislation, we may be required to disclose personal data to competent authorities, regulatory bodies, or law enforcement agencies. **Disclosure is limited to what is legally required.**

We may also share personal data with trusted service providers and vendors who support our operations, such as hosting, security, analytics, or IT services. These parties process data only on our instructions and are bound by confidentiality and data protection obligations. We do not sell personal data.

**7. Your Rights:** Subject to applicable laws, individuals may have the right to request access to their personal data, request correction or deletion, or object to certain processing activities. Requests may be submitted through our official contact channels and will be handled in accordance with legal requirements.

**8. Links to Other Websites:** Our website and communications may contain links to third party websites or platforms. We are not responsible for the privacy practices or content of external sites. We encourage users to review the privacy policies of any third party websites they visit.

**9. Changes to This Privacy Policy:** We may update this Privacy Policy from time to time to reflect changes in legal requirements, technology, or business practices. Updated versions will be published on our website, and continued use of our services constitutes acceptance of the revised policy.

**10. Questions or Complaints:** If you have questions, concerns, or complaints regarding this Privacy Policy or the handling of personal data, you may contact us through our designated privacy or support channels. Complaints will be reviewed and addressed in a timely and appropriate manner.