



Privacy Policy

Last updated: March 2025

We respect your privacy and are committed to protecting it through our compliance with this privacy policy ("**Policy**").

This Policy for ReeVue Ltd (doing business as "ReeVue" ("**we**", "**us**" or "**our**") describes how and why we might access, collect, store, use and/or share ("**process**") your personal information when you use our services ("**Services**") including when you:

- Visit our website at reevueme.com and
- Engage with us in other related ways, including any sales, marketing or events.

This Policy is a legally binding agreement between you ("**User**", "**you**" or "**your**") and us. If you are entering into this agreement on behalf of a business or other legal entity, you represent that you have the authority to bind such an entity to this agreement, in which case the terms "User", "you" or "your" shall refer to such entity. If you do not have such authority, or if you do not agree with the terms of this agreement, you must not accept this agreement and may not access and use the Website and Services.

By accessing and using the Website and Services, you acknowledge that you have read, understood, and agree to be bound by the terms of this Policy. This Policy does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

What information do we collect?

Personal information you disclose to us

We collect personal information that you voluntarily provide to us when you express an interest in obtaining information about us or our products and Services, when you participate in activities on the Services or otherwise when you contact us.

The personal information that we collect depends on the context of your interactions with us and the Services, the choices you made, and the product and features you use. The personal information we collect may include the following:

- Contact information (such as email address, phone number, etc)
- Basic personal information (such as name, country of residence, etc)
- Geolocation data of your device (such as latitude and longitude; and
- Any other materials you willingly submit to us (such as articles, images, feedback, etc)

Information automatically collected

When you open the Website, our servers automatically record information that your browser sends. This data may include information such as your device's IP address, browser type, and version, operating system type and version, language preferences or the webpage you were visiting before you came to the Website and Services, pages of the Website and Services that you visit, the time spent on those pages, information you search for on the Website, access times and dates, and other statistics.

Information collected automatically is used only to identify potential cases of abuse and establish statistical information regarding the usage and traffic of the Website and Services. This statistical information is not otherwise aggregated in such a way that would identify any particular User of the system.

How do we process your information?

We process your personal information for a variety of reasons, depending on how you interact with our Services, including:

- Deliver products or services
- Improve products and services
- Send product and service updates
- Respond to inquiries and offer support

- Improve user experience
- Post customer testimonials; and
- Run and operate the Website and Services.

What legal bases do we rely on to process your information?

The General Data Protection Regulation (GDPR) and UK GDPR requires us to explain the valid legal bases we rely on in order to process your personal information, As such we may rely on the following legal bases to process your personal information:

- If you have given us permission to use your personal information for a specific purpose;
- When we believe it is necessary to fulfil our contractual obligation to you, including providing our Services or at your request prior to entering into a contract with you; and
- Where we believe it is necessary for compliance with our legal obligations and/or to protect your vital interest or the vital interests of a third party.

When and with whom do we share your personal information?

Depending on the requested Services or as necessary to complete any transaction or provide any Service you have requested, we may share your information with our trusted subsidiaries and joint venture partners, affiliates, contracted companies, and service providers (collectively, “**Service Providers**”) we rely upon to assist in the operation of the Website and Services available to you and whose privacy policies are consistent with ours or who agree to abide by our policies with respect to personal information.

Service Providers are not authorised to use or disclose your information except as necessary to perform Services on our behalf or comply with legal requirements. Service Providers are given the information they need only in order to perform their designated functions, and we do not authorise them to use or disclose any of the provided information for their own marketing or other purposes.

We may also disclose any personal information we collect, use or receive if required or permitted by law and 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 we go through a business transition, such as a merger or acquisition by another company, or sale of all or a portion of its assets, your personal information will likely be among the assets transferred.

Do we use cookies and other tracking technologies?

We may use cookies and similar tracking technologies to gather information when you interact with our Services. Some online tracking technologies help maintain the security of our Services, prevent crashes, fix bugs, save your preferences and assist with basic site functions.

We may permit certain third-party companies to help us tailor advertising that we think may be of interest to Users and to collect and use other data about User activities on the Website. These companies may deliver ads that might place cookies and otherwise track User behaviour.

How long do we keep your information?

We will retain and use your personal information for the period necessary to comply with our legal obligations, to enforce our agreements, resolve disputes, and unless a longer retention period is required or permitted by law.

We may use any aggregated data derived from or incorporating your personal information after you update or delete it, but not in a manner that would identify you personally. Once the retention period expires, personal information shall be deleted. Therefore, the right to access, the right to erasure, the right to rectification, and the right to data portability cannot be enforced after the expiration of the retention period.

How do we keep your information secure?

We have implemented appropriate and reasonable technical and organisational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise to guarantee that hackers, cybercriminals or other unauthorised third parties will not be able to defeat our security and improperly collect, access, steal or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

In the event we become aware that the security of the Website and Services has been compromised or Users' personal information has been disclosed to unrelated third parties as a result of external activity, including, but not limited to, security attacks or fraud, we reserve the right to take reasonably appropriate measures, including, but not limited to, investigation and reporting, as well as notification to and cooperation with law enforcement authorities. In the event of a

data breach, we will make reasonable efforts to notify affected individuals if we believe that there is a reasonable risk of harm to the User as a result of the breach or if notice is otherwise required by law. When we do, we will send you an email.

Do Not Track features

Some browsers incorporate a Do Not Track feature that signals to websites you visit that you do not want to have your online activity tracked. Tracking is not the same as using or collecting information in connection with a website. For these purposes, tracking refers to collecting personally identifiable information from consumers who use or visit a website or online service as they move across different websites over time. How browsers communicate the Do Not Track signal is not yet uniform. As a result, the Website and Services are not yet set up to interpret or respond to Do Not Track signals communicated by your browser. Even so, as described in more detail throughout this Policy, we limit our use and collection of your personal information

Do we make updates to this Policy?

We may update this Policy from time to time. The updated version will be indicated by an updated 'Revised' date at the top of this Policy. If we make material changes to this Policy, we may notify you either by prominently posting a notice of such changes or by directly sending a notification. We encourage you to review this Policy frequently to be informed of how we are protecting your information.

Contacting us

If you have any questions regarding the information we may hold about you or if you wish to exercise your rights, you may submit a data subject access form request to accounts@reevue.co.uk

If you have any other questions, concerns, or complaints regarding this Policy, we encourage you to contact us using the details below:

accounts@reevue.co.uk

Allia Future Business Centre
London Road
Peterborough
PE2 8AN

We will attempt to resolve complaints and disputes and make every reasonable effort to honour your wish to exercise your rights as quickly as possible and in any event, within the timescales provided by applicable data protection laws.