

PRIVACY POLICY

Introduction

Cledara is committed to protecting the information it holds about you. This privacy notice describes how, when, and why Cledara Limited (“we”) may use your information, as well as your rights in relation to this information. For the purposes of this notice, “you” means any business customer (a sole trader, company or partnership).

How is your personal information collected?

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 use different methods to collect information from and about you and people connected to your business, this will include:

- Direct interactions - You may give us your Identity, Contact and Financial Data by filling in forms on our website or by corresponding with us by phone, e-mail or other methods. This includes personal data you provide when you:
 - apply to use the Cledara platform or any of our services;
 - create an account with us using our website or otherwise;
 - register to use our website;
 - place an order or transact on our website;
 - report a problem with our website;
 - give us feedback or contact us.
- Automated technologies or interactions - As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. We may also receive Technical Data about you if you visit other websites employing our cookies. Please see our cookie policy for further details.
- Third parties or publicly available sources - We will receive personal data about you from various third parties such as Technical Data from analytics providers such as Google based outside the EU and Identity and Contact Data from publicly available sources such as Company and Electoral registries based inside the EU.

What information do we collect from you?



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

- Identity Data: includes full name, date of birth, passport information or other identification information;
- Contact Data: includes postal address, email address and telephone numbers;
- Transactional Data: includes payments you make and receive;
- Financial Data: includes bank account number, credit or debit card numbers, financial history and information you provide for the purposes of providing payment initiation services and account information services regarding accounts you hold with other providers;
- 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, transactions made by you, your interests, preferences, feedback and survey responses;
- Usage Data: includes information about how you use our website, the Cledara platform and services; and
- Marketing and Communications Data: includes your preferences in receiving marketing from us and our third parties and your communication preferences.

Some of the information we collect are special categories of personal data (also known as sensitive personal data). In particular, we may process personal data that relates to criminal convictions and offences. Where we process such sensitive personal data, we will do so on the basis that it is necessary for reasons of substantial public interest, to establish, exercise or defend any legal claims, or in some cases, with consent. In any case, we will carry out the processing in accordance with applicable laws.

If you fail to provide personal data when we tell you that it is mandatory by law, or under the terms of our agreement with you, we may not be able to provide you with the services or perform all of our obligations under our agreement with you (for example, to provide you with access to the Cledara platform).

If you give us personal data about other people (such as directors, owners, business partners or employees) which we'll use to provide services, or if you ask us to share that information with third parties, for example to provide payment initiation or account information services, then you confirm that you know that they are aware of the information in this notice about how we will use their personal data.

What we use your information for and the legal basis for doing so

We must have a legal basis to process your personal data. Most commonly, we will process your personal data using the following legal bases:

- performance of a contract with you - To allow us to take actions that are necessary to enter into a contract or in order to provide you with the product / service according to our contract with you;
- to comply with our legal obligations - For example, obtaining proof of identity to enable us to meet our anti-money laundering obligations;
- to meet our legitimate interests (or those of a third party) – To allow us to understand how customers use our services and to develop new services, as well as improve the service we currently provide;
- where we have your consent to do so; or
- in the case of special categories of personal data, that it is in the substantial public interest.

What we use your information for	The legal basis for doing so
To provide, manage and personalise our services to you	<ul style="list-style-type: none"> • Performance of our agreement or to take steps to enter into an agreement with you • Legal obligation • Legitimate interest to ensure that our customer accounts are well-managed, so that our customers are provided with a high standard of service, to protect our business interests and the interests of our customers
To communicate with you about your product / service for legal, regulatory and servicing purposes	<ul style="list-style-type: none"> • Performance of our agreement or to take steps to enter into an agreement with you • Legal obligation
To manage complaints, undertake remediation activities and to resolve queries	<ul style="list-style-type: none"> • Performance of our agreement or to take steps to enter into an agreement with you • Legal obligation • Legitimate interest to ensure that complaints are investigated, for example, so that our customers receive a high standard of service and so that we can prevent complaints from occurring in future
To check your instructions to us, and to analyse, assess and improve our services, and for training and quality purposes. We may monitor or record any communications between you and us, including telephone calls to do so	<ul style="list-style-type: none"> • Legal obligation • Legitimate interest to develop and improve our systems, train our staff and provide our customers with a high standard of service

<p>To develop and improve products and services through assessment and analysis of the information</p>	<ul style="list-style-type: none"> • Performance of our agreement or to take steps to enter into an agreement with you • Legitimate interest to develop and improve our products and services to ensure we can continue to provide products and services that our customers want to use and to ensure our business model remains competitive
<p>To undertake checks for the purposes of security, detecting and preventing fraud and money laundering, and to verify your identity before we provide services to you</p>	<ul style="list-style-type: none"> • Performance of our agreement or to take steps to enter into an agreement with you • Legal obligation • Legitimate interest to detect, prevent and investigate fraud, money laundering and other crimes and to verify your identity in order to protect our business
<p>To contact you with marketing and offers relating to products and services offered by us (unless you have opted out of marketing, or we are otherwise prevented by law from doing so)</p>	<ul style="list-style-type: none"> • Legitimate interests to provide you with information about our products and services that may be of interest • Consent when it is in relation to direct electronic marketing
<p>We may share some personal data (e.g. mobile number or email address) in an encrypted format with social media companies so that they can match this to personal data they already hold in order for them to display messages to you about our products and services.</p>	<ul style="list-style-type: none"> • Legitimate interests to provide you with information about our products and services that may be of interest
<p>To recover amounts owed and enforce other obligations we are entitled to under our agreement(s) with you, as well as to protect ourselves against harm to our rights and property interests</p>	<ul style="list-style-type: none"> • Performance of our agreement or to take steps to enter into an agreement with you • Legal obligation • Legitimate interests to ensure that our business is run prudently and we are capable of recovering the amounts owed to us, as well as ensuring our assets are protected
<p>To (if you ask us to) provide payment initiation and account information services regarding accounts you hold with other providers, or where third party providers request that we provide account information or payment initiation services in relation</p>	<ul style="list-style-type: none"> • In the case of data out, where the law requires this • In the case of data in, where necessary for the performance of our agreement or to take steps to enter into an agreement with you

to accounts you hold with us (if you ask a third-party provider to make this request).	
To verify your identity	<ul style="list-style-type: none"> • Performance of our agreement or to take steps to enter into an agreement with you • Legal obligation • Legitimate interests to verify your identity in order to protect our business and to comply with laws that apply to us
Prevent and detect fraud, money laundering and other crimes (such as identity theft)	<ul style="list-style-type: none"> • Legal obligation • Legitimate interests to prevent and investigate fraud, money laundering and other crimes and to verify your identity in order to protect our business and to comply with laws that apply to us
To comply with regulatory and legal obligations to which we are subject and cooperate with regulators and law enforcement bodies	<ul style="list-style-type: none"> • Legal obligation • Legitimate interests to protect our business • For the use of sensitive data (see below), where it is in the substantial public interest
To prepare high-level anonymised statistical reports. We compile these reports from information about you and other customers. The information in these reports is never personal and you will never be identifiable from them. We may share these statistical and anonymised reports with third parties, or we may use them for our own analytical purposes	<ul style="list-style-type: none"> • Legal obligation • Legitimate interests to develop and prepare these reports to enable us to better understand how our customers use our products and what changes we could make to improve them
To personalise the marketing messages we send you to make them more relevant and interesting.	<ul style="list-style-type: none"> • Legitimate interests to provide customers with information more relevant to their circumstances

When we process personal data to meet our legitimate interests, we put in place robust safeguards to ensure that your privacy is protected and to ensure that our legitimate interests do not override your interests or fundamental rights and freedoms.

Special categories of data

What we use your sensitive data for	The legal basis for doing so
Customer due diligence checks we carry out may reveal political opinions	<ul style="list-style-type: none"> • Substantial public interest

or information about criminal convictions or offenses about you	
To comply with regulatory and legal obligations to which we are subject and cooperate with regulators and law enforcement bodies.	<ul style="list-style-type: none"> • Substantial public interest

We may obtain consent to collect and use certain types of personal data when we are required to do so by law (for example, sometimes when we process sensitive personal data or when we place cookies or similar technologies on devices or browsers). If we ask for your consent to process your personal data, you may withdraw your consent at any time by using the details at the end of this privacy notice.

Who will we share your information with?

We will keep your information confidential but we may share it with third parties (who also have to keep it secure and confidential) under the following circumstances:

- Payment-processing service providers and others that help us process your payments, as well as other financial institutions who are members of the payment schemes or involved in making the payment, where that is needed in relation to specific payments.
- Other financial institutions who you ask us to deal with.
- Independent third-party service providers who you (or a third party properly authorised to give instructions on your account) ask us to share information with, for example, payment initiation or account information services. If such information is shared with these third parties, we will have no control over how that information is used. You (or the person(s) with authority over your account) will need to agree the scope of such use directly with the third party.
- Companies that you have paid from your Cledara account which request our help so they can apply a payment to you.
- Our service providers and agents (including their sub-contractors).
- We may share your personal data with our business partners who we provide services with, such as those whose name or logo appears on a card issued to you. We may also share information with other service providers and agents who provide the services on their behalf.
- Government Agencies. For example, we may share information about you with HM Revenue and Customs (HMRC). HMRC may also use the information that we provide them to inform risk profiling activities and to establish any mismatch with declared income.
- Any third party after a restructure, sale or acquisition of Cledara, as long as that person uses your information for the same purposes as it was originally given to us or used by us (or both).
- Anyone to whom we transfer or may transfer our rights and duties in this agreement. Any potential guarantor.

- Social media companies (data shared in an encrypted format so that they can match this to personal data they already hold) to display messages to you about our products and services.
- Your advisers (such as accountants, lawyers, financial or other professional advisers) if you have authorised anyone like this to represent you, or any other person you have told us is authorised to give instructions or to use the account or products or services on your behalf (such as under a power of attorney).
- UK and overseas regulators, law enforcement agencies and authorities in connection with their duties, such as crime prevention (whether directly or via third parties such as credit reference agencies), or carrying out social or economic statistical research. This may include payment details (including information about others involved in the payment).
- Third parties that provide identity verification and validation services, as well as screening services for Sanctions and Politically Exposed Persons.
- Third party financial services providers that provide payment and related services to Cledara.
- Fraud prevention agencies. In particular, we will always tell fraud prevention agencies if you give us false or fraudulent information. They will also allow other organisations (in the UK or abroad), including law enforcement agencies, to access this information to prevent and detect fraud or other crimes.

The recipients referred to above may be located outside the jurisdiction in which you are located (or in which we provide the services). Please see the section on “International Data Transfer” below for more information.

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.

International data transfer

When we or fraud prevention agencies share information with organisations in another jurisdiction, we will ensure they agree to apply equivalent levels of protection for personal data as we do. If this is not possible – for example because we are required by law to disclose information – we will ensure the sharing of that information is lawful. Also, if they are not in a jurisdiction that the European Commission regards as having adequate levels of protections for personal data, we will put in place appropriate safeguards (such as contractual commitments), in accordance with applicable legal requirements, to ensure that your data is adequately protected.

If you ask us to share information with third parties who provide payment initiation or account information services (either in the UK or in another country), we will rely on your request (whether direct or indirect) to share the



relevant information. We don't have control over such third-party practices. We recommend that you (or the person(s) with authority over your account) consider the information-handling practices of that third party before requesting their services by reading their privacy notices or contacting them to ensure you are comfortable with how they will handle your information.

Retention of your data

We will keep your personal data for as long as we have a relationship with you. Once our relationship with you has come to an end or your application for a product is declined or you decide not to go ahead with it, we will only retain your personal data for a period of time that is calculated depending on the type of personal data, and the purposes for which we hold that information.

We will only retain information that enables us to:

- Maintain business records for analysis and/or audit purposes;
- Comply with record retention requirements under the law (for example, as required under legislation concerning the prevention, detection and investigation of money laundering and terrorist financing);
- Defend or bring any existing or potential legal claims;
- Maintain records of anyone who does not want to receive marketing from us;
- Deal with any future complaints regarding the services we have delivered;
- Assist with fraud monitoring; or
- Assess the effectiveness of marketing that we may have sent you.

The retention period is often linked to the amount of time available to bring a legal claim, which in many cases is six or seven years following closure of your account or following a transaction. We will retain your personal data after this time if we are required to do so to comply with the law, if there are outstanding claims or complaints that will reasonably require your personal data to be retained, or for regulatory or technical reasons. If we do, we will continue to make sure your privacy is protected.

Data Security

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.

Where do we store and process your personal data?



We process your personal data and store it on servers managed by our hosting providers.

Those servers are located across a number of secure data centres in the EEA. Our server environment is highly secure and there is very limited personnel access. Any personal data will be encrypted "at rest" (in other words, on being stored).

Individual rights

An individual has certain rights regarding his or her personal information, subject to local law. These include the following rights to:

- request a copy of the personal information we hold about them;
- request that we supply them (or a nominated third party) with an electronic copy of the personal information that they or you have provided us with;
- inform us of a correction to their personal information;
- exercise their right to restrict our use of their personal information;
- exercise their right to erase their personal information; or
- object to particular ways in which we are using their personal information.

To proceed with any of the above please contact us via DPO@cledara.com

Cookies

We may use cookies and similar technologies on our websites and in our emails. Cookies are text files that get small amounts of information, which your computer or mobile device stores when you visit a website. When you return to the websites they recognise these cookies and therefore your device.

We use cookies to do many different jobs, like letting you navigate between pages efficiently, remembering your preferences and generally improving your online experience.

We also use cookies in some of our emails to help us understand a little about how you interact with our emails, and to help us improve our future email communications.

You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. For more information about the cookies we use, please see our cookie policy.

How to contact us



If you would like more information on your rights, or wish to exercise them, please contact our Data Protection Officer at: **DPO@cledara.com**

Cledara Limited is the 'data controller' for your personal data. This means it is responsible for deciding how we can use your personal data.

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. If, however, you believe that we have not been able to assist with your complaint or concern, you have the right to make a complaint to the data protection authority of the United Kingdom using their website - <https://ico.org.uk>.

Changes to the privacy notice

A copy of this privacy notice can be requested from us using the contact details set out above. We may modify or update this privacy notice from time to time.

Where changes to this privacy notice will have a fundamental impact on the nature of the processing or otherwise have a substantial impact on you, we will give you sufficient advance notice so that you have the opportunity to exercise your rights (e.g. to object to the processing).