

# Website Privacy Policy

*Privacy policy for Yapster website ([www.yapster.info](http://www.yapster.info))*

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## **HOW WE COLLECT YOUR INFORMATION**

### **AUTOMATIC INFORMATION**

We automatically receive information from your web browser or mobile device. This information includes the name of the website from which you entered our website, if any, as well as the name of the website you'll visit when you leave our website. This information also includes the IP address of your computer/the proxy server you use to access the Internet, your Internet service provider's name, your web browser type, the type of mobile device, your computer operating system, and data about your browsing activity when using our website. We use all this information to analyse trends among our users to help improve our website.

### **WHEN ENTERING AND USING OUR WEBSITE**

When you enter and use our website and agree to accept cookies, some of these cookies may contain your personal information.

### **WHEN YOU SUBMIT AN ONLINE FORM**

When you sign up to our newsletter or when you sign up to receive notifications about upcoming products we collect your email address. When you fill out a contact form or schedule a consultation we collect your first and last name, your telephone number and your email address.

## **HOW WE USE THE INFORMATION WE COLLECT**

The information we collect via this website is used for the purposes of analysing traffic delivering and improving the website services and, where you have requested it, contacting you.

## **WHO CAN ACCESS THE INFORMATION WE COLLECT**

The information collected will only ever be accessed by employees of Employee Republic or our appointed agents or partners. We will never resell or pass your information to other organisations for any reason unless compelled by law.

## **HOW LONG WE KEEP THE INFORMATION WE COLLECT**

We do not routinely delete the data collected through this website as the historic data allows us to ensure that we are delivering real improvements in delivering the website and its services.

### **GOOGLE ANALYTICS**

Where data is gathered by Google Analytics it is held in accordance with their [Privacy Policies](#)

### **MIXPANEL**

Where data is gathered by MixPanel it is held in accordance with their [Privacy Policies](#)

### **SQUARESPACE**

Where data is gathered by SquareSpace it is held in accordance with their [Privacy Policies](#)

## **GROUNDS FOR PROCESSING**

We may process your personal information for our legitimate business interests, these are:

- Enhancing, modifying or improving our website services;
- Identifying usage trends; and
- Determining the effectiveness of promotional campaigns and advertising

## **OUR WEBSITE USES COOKIES**

A cookie is a small piece of data or a text file that is downloaded to your computer or mobile device when you access certain websites. Cookies may contain text that can be read by the web server that delivered the cookie to you. The text contained in the cookie generally consists of a sequence of letters and numbers that uniquely identifies your computer or mobile device; it may contain other information as well.

By agreeing to accept our use of cookies, you are giving us, and third parties we partner with to provide this website, permission to place, store, and access some or all the cookies described below on your computer.

### **STRICTLY NECESSARY COOKIES**

These cookies are necessary for proper functioning of the website, such as displaying content, logging in, validating your session, responding to your request for services, and other functions. We use the following types of cookies:

### **PERFORMANCE COOKIES**

These cookies collect information about the use of the website, such as pages visited, traffic sources, users' interests, content management, and other website measurements.

### **FUNCTIONAL COOKIES**

These cookies enable the website to remember a user's choices – such as their language while using the website. They can also be used to deliver services, such as listening to audio, or watching videos on the website.

### **MEDIA COOKIES**

These cookies can be used to improve a website's performance and provide special features and content. They can be placed by third parties who provide services to us or by our company.

### **SESSION COOKIES**

These cookies allow websites to link the actions of a user during a browser session. They may be used for a variety of purposes, such as remembering what a user has put in their shopping cart as they browse a website. Session cookies also permit users to be recognized as they navigate a website so that any item or page changes they make are remembered from page to page. Session cookies expire after a browser session; thus, they are not stored long term.

### **PERSISTENT COOKIES**

These cookies are stored on a user's device in between browser sessions, which allows the user's preferences or actions across a site (or, in some cases, across different sites) to be

remembered. Persistent cookies may be used for a variety of purposes, including remembering users' choices and preferences when using a website or to target advertising to them.

Most web browsers can be set to disable the use of cookies. However, if you disable cookies, you may not be able to access features on our website correctly or at all.

## **DO NOT TRACK REQUESTS**

We do not currently recognise or respond to browser-initiated Do Not Track signals as there is no consistent industry standard for compliance.

## **SQUARESPACE**

Our site is hosted on Squarespace Inc. They provide us with the online hosting platform that allows us to provide this website. Your data is stored through Squarespace's data storage, databases and the general Squarespace application. For more insight, you may also want to read Squarespace's [Terms of Service](#) or Privacy [Statement](#).

## **YOUR RIGHTS**

In accordance with the GDPR, and insofar as is technically feasible you have the right to request access to, and rectification or erasure of personal data as well as the right to restrict or object to processing concerning your data, and the right to data portability.

For further information on these rights please click here. If you wish to exercise any of these rights please email us at [support@yapster.info](mailto:support@yapster.info)

Yapster does not undertake any automated decision making or profiling with your information.

## **MAKING A COMPLAINT TO THE SUPERVISORY AUTHORITY (ICO)**

If you are unhappy about the way we have processed your personal information for any reason, please email us in the first instance to see if we can resolve your complaint. If you are still unhappy, you can contact the Information Commissioner's Office as the statutory body which oversees data protection law – <https://ico.org.uk/concerns/handling/>

## **OUR ICO REGISTRATION DETAILS**

Registration Number: ZA133448

Data Controller: Employee Republic Limited

Address: 135 Hoxton Street, London, N1 6QG

Full Details: <https://ico.org.uk/ESDWebPages/Entry/ZA133448>

## **CONTACTING YAPSTER**

If you would like further information on this policy, exercise your rights under GDPR, or to make a complaint please contact us at [support@yapster.info](mailto:support@yapster.info)

## **CHANGES TO THIS PRIVACY POLICY**

We may change this policy from time to time, and if we do we'll post any changes on this page. If you continue to use Yapster after those changes are in effect, you agree to the



revised policy. If the changes are material, we may provide more prominent notice or seek your consent to the new policy.

## Document Control

### Change Record

Author	Date	Version	Change Reference
Leigh Gordine	10/07/2018	V 0.1	First draft
Leigh Gordine	17/07/2018	V 1.0	Versioned for publication
Leigh Gordine	31/10/2018	V 1.1	Small edits for clarity in Sharing and Disclosure section. Re-aligned to new style guide
Leigh Gordine	21/03/2022	V 1.2	Updated to new branding Split website and app policies

### Reviewers

Name	Date	Position
Aimen Chouchane	04/12/2018	Head of Brand
Nicci Setchell	05/11/2018	CFO/COO
Leigh Gordine	25/02/2023	Information Security Officer

### Approvers

Name	Date	Position
Nicci Setchell	05/11/2018	CFO/COO

### Distribution

Location	Date
G-Suite: Information Security Documentation	05/11/2018
Website (www.yapster.info)	05/11/2018