

## **FYLD Platform Privacy Notice**

We are Fyld Limited (referred to as "**Fyld**", "**we**", "**us**" and "**our**"). We provide the Fyld mobile application, Web application (including <https://www.sitestream.app/>), and backend applications and infrastructure website dashboard and app (our "**Platform**") to your Company.

You may be an employee, contractor, worker, or other staff member of your Company (or of a contractor to the Company) who has been given access to the Fyld Platform. Your Company decides which of the individuals working for them should or should not get access to the Fyld Platform.

In this Privacy and Cookies Notice ("**Notice**") for the Fyld Platform, we explain **who we are, why and how we collect, store and use** (together, **process or processing**) **your personal information** (also referred to as personal data), **your rights** and **how to contact us**.

### **YOUR COMPANY'S ROLE**

Your Company **is the data controller** in respect of your personal information.

This means that when we use your personal data, we do so on your Company's behalf and they tell us how and why to use it.

If you have any questions about how Fyld processes your personal information, please contact your Company.

### **FYLD'S ROLE**

**Fyld is the data processor** of the personal information processed in relation to this Notice (except where this Notice explains otherwise).

We also use some information from the Fyld Platform to improve our service and Platform features, and when we do this **Fyld is the data controller** (rather than your Company). We explain more about this below.

If you have questions about how we use your personal information to improve our service and features, please contact us.

**Please read this Privacy Notice carefully**

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## 1. WHAT INFORMATION DOES FYLD PROCESS?

We collect information from **you**, from **your Company** and **automatically via the Fyld Platform**.

**We explain what categories of information we collect (and how) in this section, and what we do with each of the categories in the next section.**

### 1.1 INFORMATION YOUR COMPANY PROVIDES US WITH

When your Company uses Fyld, they will appoint authorised Company user(s) who can create Fyld user accounts.

If your Company would like you to use our Platform, they'll provide the following personal information about you:

- **Account:** full name, company email address, company phone number, role (e.g. Field Operative, Team Manager).

Depending on your relationship with the Company, the Company authorised user(s) may use your work and/or personal contact information.

*It is important that your personal information is accurate and current. Please keep your Company updated if this information changes.*

You will receive a unique referral link from your Company. This will enable you to download and use Fyld.

**PLEASE ENSURE YOU KEEP YOUR UNIQUE REFERRAL LINK OR OTHER ID NUMBER PRIVATE, AND DO NOT SHARE IT**

### 1.2 INFORMATION YOU PROVIDE US WITH

#### **Account information**

When you click your unique referral link to use the Platform, your account will already have been created by your Company.

You'll be asked to create a password for your account, which will be part of your **Account** information.

#### **Contact & Media information**

When you interact with Fyld (for example, using the Fyld Platform to record video, or sending us an e-mail), we collect the following types of personal information:

- **Contact:** including name, phone number(s) and e-mail address (if we don't have them from your Company already, or any social media handle used to connect with our customer service team).

- **Media:** if you use Fyld to take photos, record audio or record video and you are in these photos/recordings – for example, because you've filmed yourself explaining a technical issue in a video risk assessment to send to your supervisor – then we may hold still images, audio/and or video recording of you. This includes any notes you make about the media, and any media metadata (like time & datestamp or geotagged location).

### 1.3 **INFORMATION FROM THIRD PARTIES**

We do not receive your information from any other third parties.

We or your Company will inform you via this Notice (or at the time) if and when we receive information about you from third parties, and explain how and why we or your Company intends to use that information.

### 1.4 **INFORMATION WE AUTOMATICALLY COLLECT**

We collect

- **Technical information,**
  - **Information about your visit, and**
  - **Location data.**
- **Technical information** may include:
    - phone number
    - Internet Protocol (IP) address
    - login information
    - browser type and version
    - browser plug-in types and versions
    - device IDs
    - Google ID/email address
    - time zone setting
    - operating system and platform
    - hardware version
    - device settings (e.g. language and time zone)
    - file & software names and types (associated with your device and/or the Fyld Platform)
    - battery & signal strength
    - information relating to your mobile operator or Internet Service Provider (ISP)
  - **Information about your visit** may include
    - full Uniform Resource Locators (URLs)
    - page response times & download errors
    - page interaction data (including data relating to scrolling, clicks, length and frequency of visits, type of content engaged with, and mouse-overs)
    - methods used to browse away from a page
    - tracking pixel data about how you engage with emails (when an email is opened, how long it is open for, and when it is deleted).
  - **Location data** will include specific geographic locations (such as through GPS, Bluetooth, or WiFi signals) which we use (if you ask or permit us to), so that we can deliver content, or other Fyld Platform features that are dependent on knowing where you are, like nearby jobs, location of historical evidence, and location at job creation. It may include post codes.
    - Delivery of your location to Fyld will involve us checking any of the following:
      - your **coordinates** (latitude, longitude, and altitude), **speed**, and **bearing**, each of which may include complimentary pieces of meta-data (e.g. the time your

- location is logged, the accuracy of a given location reading, and the name of the service providing your location-data); and/or
- the country you are in when you use Fyld (which is done by referencing your **current IP address** against public sources).

***We do not continuously monitor your location. We will only use location data when you are using our Platform, and we will only collect a location point if you request certain content on the Platform (for example, searching for or creating a job, or capturing and uploading Media).***

Remember, you are always free to [opt-in or opt-out](#) of location sharing. Certain features may not work if you opt-out of location sharing. Your Company may request that you keep it on, for example to ensure that videos of sites can be geo-tagged.

## 1.5 **JOB INFORMATION**

We collect information about jobs you work on. We collect some of this information from you directly, some from a third party (for example, if your company enters information about a job), and some automatically while you use our Platform).

- **Job information** may include:
  - Assigned workers and team leaders for each job.
  - Statistics about the jobs you work on, including job type, number of live jobs, job duration, and number of jobs completed.
  - Information you provide about a job, for example comments or notes which may refer to you or a colleague, or visual risk assessments (including any Media you or a colleague record).
- Other job information (which is not about you directly, but may be linked to the jobs you work on) may also include information about a job's start and end dates and times, location, job number, type, priority, status, and risk-related information (e.g. hazards or other job blockers, required actions).

## 1.6 **What device permissions does Fyld use?**

You may provide us with the certain device permissions if you use our Platform on a mobile device.

- **Photo Library Usage:** Photo Library access is required to enable you to save media to your phone
- **Camera:** Camera access is required if you record media via the Fyld Platform
- **Calendars & Reminders:** Calendar access is required to sync your device calendar with your work schedule; this forms part of your account information
- **Location Permission:** Location permission is required to help you locate and track relevant job sites
- **Device Storage and file access:** Local storage and file access permissions including access to add and remove files specific to Fyld
- **Push Notifications:** Permission to send push message notifications and alerts.

## 2. **WHY AND HOW DOES FYLD USE YOUR INFORMATION?**

This section explains why and how Fyld uses each category of personal information.

We primarily process your personal information under our agreement with your Company. Your Company is responsible for deciding how it uses Fyld, and for the underlying legal reason

(called a 'lawful basis') for its purposes. Please contact your Company if you'd like more information about this.

**2.1 We use your Account, Contact and Media information on behalf of your Company, including:**

- to **register you** as a new user of Fyld
- to **perform our contract with your Company and manage our relationship with you** (as part of our agreement with your Company), including
  - administering your account with us,
  - storing your personal information,
  - providing our services to you,
  - providing you with technical support,
  - notifying you about changes to our terms or Privacy Notice
  - notifying you of any changes to our service, and providing information to you which you have requested.

*We do this on your Company's behalf. Your Company decides the legal reason they're using this information.*

**2.2 We use your Account, Contact, Media, Job and Automatically collected information to share information with and conduct analytics on behalf of your Company.**

- We may **share this information with your Company in real-time** ('live') as well as maintaining and **providing access to historic information** (for example, previous years' jobs).
- We may also use this information, on behalf of your Company, **to conduct analytics** and provide your Company with statistics, reports and other analysis – this may, for example, include performance summaries and benchmarking, trend analysis, and job suggestions or risk ratings (e.g. repair jobs of this type often run over, and options which may help avoid running over time).
- This processing may include profiling and other forms of automated decision-making about you, which may have significant affects for you – for example, if your Company chooses to use Fyld analytical data in relation to performance reviews and decisions. If you have questions about this, please contact your Company. We will assist your Company in providing meaningful information about any profiling or other automated decision-making.

*We do this on your Company's behalf. Your Company decides the legal reason they're using this information.*

**2.3 We also use your Account, Contact, Media, Job and Automatically collected information run our Platform, to learn how our Platform could be better and improve it, and we share some aggregate information:**

- to **administer the Fyld Platform** and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes.
- to **improve the Fyld Platform** to ensure that content is presented in the most effective manner for you and for your device.
- to **keep the Fyld Platform safe and secure.**

- We also combine, anonymise and aggregate Account, Contact, Media, Job and Automatically Collected Information, and we use aggregated information (such as statistical data) to **improve the Fyld Platform, including training our algorithms** to get better at things like assessing on-site issues and risks, and **to help us develop new products and improve our services**. This may include Fyld providing Company-specific or general analytics services to your Company and to third parties, including: statistics, reports, performance summaries and benchmarking, trend analysis, and job suggestions or risk ratings (e.g. repair jobs of this type often run over, and options which may help avoid running over time). We may provide the aggregated data to our investors/shareholders or other third parties in exchange for access to the products or services that they provide, to promote our services, or to generate other revenue.

*Where such aggregate information is derived from your personal data we will ensure that your personal data is removed so that you cannot be re-identified from aggregate information retained or used for these purposes.*

*While our anonymisation and aggregation of data is based on our legitimate interest in developing and improving our services, you may let us know if you would prefer we do not use your data for this purpose. This will not affect any data which has already been anonymised, but we can stop using your personal data for this purpose going forward. Please contact us at [privacy@fyld.ai](mailto:privacy@fyld.ai) if you would like to ask about your data not being used to improve Fyld.*

We do this in our **legitimate interests**.

## 2.4 Legal bases explained

- **Consent:** We do not rely on consent to process your personal information.
- **Contract:** We collect, store and process your personal information where it is necessary for performing a contract you have with us (such as our Fyld Platform [Terms and Conditions](#)), or where you have asked us to take specific steps before entering into that contract.
- **Legal Obligation:** We may need to process your personal information to comply with our legal obligations, including under applicable local, UK and EU law, and/or any court orders.
- **Legitimate interests:** processing your data is necessary for our legitimate interests or the legitimate interests of a third party, provided those interests are not outweighed by your rights and interests.

Our legitimate interests are:

- Complying with our agreement with your Company.
- Enforcing or applying our terms or other agreements with you.
- Gaining insights on how you use our Fyld and our services.
- Delivering, developing and improving Fyld and our services, including the effectiveness of our machine learning features
- Growing our business and informing our marketing strategy.
- Keeping our records updated and studying how customers use our products/services.
- Improving Fyld and data security.

In each case, these legitimate interests are only valid if they are not outweighed by your rights and interests. If you would like further information about how we assess our legitimate interests, please contact us at [privacy@fyld.ai](mailto:privacy@fyld.ai).

We also use different types of cookies (including automatically collected information) on Fyld with your **consent** – we explain this in the [Cookies section](#).

### 3. WHO WE SHARE YOUR PERSONAL INFORMATION WITH

Your Company will have access to your information on the Platform.

We may share your personal information with:

- **Any member of our company group**, which means our ultimate holding company and its subsidiaries, and/or our subsidiaries who may support our processing of personal information under this Notice. If any of these parties are using your information for direct marketing purposes, we will only transfer the information to them for that purpose with your prior consent.
- **Appropriate third parties** including
  - our **business partners, suppliers or sub-contractors** which support the performance of any contract we enter into or other dealings we have in the normal course of business with your Company.

Our **service providers**, who support us in processing your personal information, in accordance with data protection law. This includes:

- technology providers who support the services we offer to your Company, for example, by hosting websites, storing data, or providing IT support services; and
- companies that help us distribute any communications we send, update marketing lists, facilitate feedback on our services and/or the electronic signing of documents.

These organisations (which may include third party suppliers, agents, sub-contractors and/or other companies in our group) will only use your information to the extent necessary to perform their support functions.

**Business partners** who also provide services to you and are interested in accessing the output of our services (e.g. aggregated and anonymised information, statistics and reports). These business partners act as data controllers, and we will only share your individual personal data with them when you would like us to do so.

- our **regulators**, in the event we need to comply with our applicable legal obligations;
- **analytics and search engine providers** that assist us in the improvement and optimisation of Fyld *[and subject to the [Cookie section](#) of this Notice]*;
- our **auditors, legal advisors and other professional advisors**; and
- **anyone who you give us explicit permission to share it with.**

We will not sell or rent individual personal information to other organisations without your consent.

We will disclose your personal information to third parties if we buy or sell part of our (or another) business, or if we are required to do so in order to comply with a legal obligation.

- In the event that we sell or buy any business or assets, in which case we will disclose your personal information to the prospective seller or buyer of such business or assets subject to the terms of this Notice.

- If Fyld or substantially all of its assets are acquired by a third party, in which case personal information held by it about its clients will be one of the transferred assets.
- If we are under a duty to disclose or share your personal information in order to comply with any legal obligation, or in order to enforce or apply our terms of service or other agreements with you; or to protect the rights, property, or safety of Fyld, our clients, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction and to prevent cybercrime.

#### 4. WHERE DOES FYLD STORE YOUR INFORMATION?

Fyld is based in the UK.

We may transfer your personal information outside the EEA

- in order to **store** it
- in order to enable us to **provide the Fyld Platform** to you and fulfil our contract with your Company
- where we are **legally required** to do so
- in order to **facilitate the operation of our group of businesses**, where it is in our legitimate interests and we have concluded these are not overridden by your rights.

We transfer your information our partners abroad, including to the organisations listed below. For a full, current list of who we share your personal data with internationally, please contact us at [hello@fyld.ai](mailto:hello@fyld.ai).

Google LLC in the USA, under [Privacy Shield](#)

Facebook, Inc. in the USA, under [Privacy Shield](#)

LinkedIn Corporation in the USA, under [Privacy Shield](#)

Amazon Web Services, Inc. in the USA, under [Privacy Shield](#)

Amplitude in the USA, under [Privacy Shield](#)

Segment.io, Inc in the USA, under [Privacy Shield](#)

SurveyMonkey Inc. in the USA, under [Privacy Shield](#)

Intercom, Inc. in the USA, under [Privacy Shield](#)

HubSpot, Inc. Customer relationship management in the USA, under [Privacy Shield](#)

MailChimp in the USA, under Privacy Shield

Slack Technologies, Inc. in the USA, under [Privacy Shield](#) and Standard Contractual Clauses

#### 5. HOW DOES FYLD PROTECT YOUR INFORMATION?

All information you provide to us is stored on our servers. Our platform uses secure end-to-end encryption to protect your information. All connections into our platform are secured using industry standard security and encryption. All data we capture is stored in secured databases and data storage systems with strict access limitations. All data access requests are logged and monitored in accordance with any threat detection policies. All data we collect on behalf of your company is treated as confidential.



Unfortunately, the transmission of information via the internet is not completely secure. We do our best to protect your personal information, but we cannot guarantee the security of your data transmitted to Fyld; any transmission is at your own risk. Once we have received your information, we use strict procedures and security features to try to prevent unauthorised access.

We recommend using a unique, strong password for your Fyld account and making sure you keep your password confidential.

## 6. EXTERNAL SITES

Fyld may, from time to time, contain links to external sites. If you follow a link to any of these websites, please note that these websites have their own privacy policies. Fyld does not accept any responsibility or liability for these policies or any content on external sites and does not necessarily endorse the views expressed within them. Fyld has no control over the availability of any of these websites. Please check each site's policies before you submit any personal information to these websites.

## 7. HOW LONG DOES FYLD KEEP YOUR INFORMATION?

Where you have an account with us, we will hold your personal information for so long as you have your account with us in order to meet our contractual obligations to your Company, and for 6 years after that to identify any issues and resolve any legal proceedings. (We may retain your personal data for a longer period in the event of a complaint, if we reasonably believe there is a prospect of legal proceedings, or we are aware of pending or ongoing legal proceedings.)

In some circumstances, we may keep data longer if applicable law says we have to.

We otherwise process personal information only for so long as it is necessary for the purpose(s) for which it was originally collected and in accordance with our agreement with your Company, after which it will be deleted or archived unless otherwise required by applicable law].

In some circumstances we will anonymise your personal data (so that it can no longer be associated with you and you cannot be re-identified). This anonymised data (for example, aggregated statistics) is no longer personal data, and we may keep and use this anonymised information indefinitely without further notice to you, to help us provide, develop and improve our services.

## 8. YOUR RIGHTS

Under data protection law, you have a number of rights in respect of your personal information that we process.

You have the right, under certain circumstances:

1. to be **provided with a copy** of your personal information;
2. to request the **correction or deletion** of your personal information;
3. to request that the **restriction** the processing of your personal information (while your concerns are investigated or verified, for example);
4. to **object** to the further processing of your personal information; and
5. to request that your provided personal information **be moved** to a third party.

In particular, if the processing of your personal information is based on consent, you have the right to withdraw that consent without detriment at any time.

### **8.1 Automated decision making**

You also have the right to not have certain significant decisions made about you based solely on profiling or other-automated decision-making, unless a suitable reason applies. If any such automated decisions are made, you have the right to human review and intervention. Fyld does not make significant automated decisions about you, but we may provide information to your Company allowing them to do so. Please speak to your Company if you have any questions about this.

### **8.2 How to exercise your rights**

**If you have any questions or concerns about how we handle your personal data on your Company's behalf or wish to exercise any of your legal rights, please contact your Company.** If your Company needs any information from us, we can liaise directly with them to help answer your question.

If you have any questions for Fyld (or wish to exercise any of your legal rights with respect to information we are not processing on behalf of your Company), you can [contact us](#) to ask. We may refer your question to your Company where appropriate.

If you have any concerns, you have the right to lodge a complaint with a data protection supervisory authority. The Information Commissioner's Office (**ICO**) is the supervisory authority in the UK and can provide further information about your rights and your Company's obligations in relation to your personal information, as well as deal with any complaints that you may have (please visit their website at [www.ico.org.uk](http://www.ico.org.uk)). If you are outside the UK, you can find your local data protection authority here: [European Commission: Data Protection - Data Protection Authorities](#).

## **9. WHEN DID FYLD LAST UPDATE THIS NOTICE?**

This Notice was last updated on **[[DD]]** September 2020].

Any changes we make to this Notice in the future will be posted on this page. If we make any substantive changes, we will notify you by e-mail or through in-app messaging, website pop-ups or in-app notifications within the Fyld Platform.

## **10. CONTACT US**

We welcome your feedback and questions. If you would like to contact us, please send us an email at [privacy@fyld.ai](mailto:privacy@fyld.ai).

## 11. COOKIES

Like most websites and apps, we use cookies to distinguish you (or your device) from other users of our website. Cookies help us provide you with a better browsing experience and help us improve our website.

### 11.1 *What are cookies?*

Cookies are small amounts of information that are stored on your browser or the hard drive of your device to enable our server to collect certain information from your web browser. Fyld uses cookies and/or other similar technologies such as device-IDs or in-App codes to collect and store certain information. Cookies in themselves do not identify the individual, but do collect information about your computer, browser, online session, the websites you visit and other information.

Except for essential cookies, all cookies used on our site will expire after 12 months.

### 11.2 *We may use the following types of cookies*

You can find more information about the individual cookies we use and the purposes for which we use them here:

1. **Strictly necessary** cookies. These are cookies that are required for the operation of our Services and under our terms with you (both in order to perform any **contract** with you, and in our **legitimate interests**). They include, for example, cookies that enable you to log into secure areas of our website.

*Fyldauthentication cookie  
fyldToken  
Required for authentication to our platform*

1. **Analytical/performance** cookies. They allow us to recognise and count the number of visitors and to see how visitors move around our website when they are using it. This helps us, subject to your choices and preferences, to improve the way our website works, for example, by ensuring that users are finding what they are looking for easily.

*Segmentcookies  
ajs\_anonymous\_idajs\_group\_idajs\_user\_id  
Analyticsandtracking cookies*

*Amplitude  
amplitude\_idundefinedsitestream.appamplitude\_[uuid]sitestream.app  
Analyticsandtracking cookies*

*Intercom  
intercom-id-[uuid]intercom-session-[uuid]  
Customersupport andengagement*

*Hubspot  
\_\_hssrc\_\_hstchubspotuk  
Customerrelationship management system*

*GoogleAnalytics  
\_ga\_gid  
Fyld websiteonly,for campaign and analytics tracking*

2. **Functionality** cookies. These are used to recognise you when you return to our website. This enables us, subject to your choices and preferences, to personalise our content, greet you by name and remember your preferences (for example, your choice of language or region).

*CookieConsent*  
*cookieconsent\_status*  
*stores theuser's cookie consent preference*

3. **Targeting/Advertising** cookies. These cookies record your visit to our website, the pages you have visited and the links you have followed. We will use this information, subject to your choices and preferences, to make our Platform more relevant to your interests. We may also share this information with third parties for this purpose.

*Google TagManager*  
*\_gat\_gtag\_ua\_*  
*Trackadvertconversions and optimise ad campaigns*

*FacebookPixel*  
*Facebookcookies*  
*Track advertconversions and optimise ad campaigns*

*LinkedInuniversaltag*  
*LinkedIncookies*  
*Trackadvertconversions and optimise ad campaigns*

We may also work with advertising networks that gather information about the content on our site you visit and on information on other websites and services you visit. This may result in you seeing our advertisements when you visit other websites and services of third parties. For more information about how to turn this feature off see below or visit [www.youronlinechoices.eu](http://www.youronlinechoices.eu).

### 11.3 **Disabling cookies**

The effect of disabling cookies depends on which cookies you disable but, in general, the website may not operate properly if all cookies are switched off.

If you want to disable cookies on our website, you need to change your website browser settings to reject cookies. How you can do this will depend on the browser you use.

(Please click [here](#) for details on how to disable cookies)

#### **Disabling cookies**

The effect of disabling cookies depends on which cookies you disable but, in general, the website may not operate properly if all cookies are switched off.

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#### **Microsoft Internet Explorer**

1. Select the Tools menu > Internet Options
2. Click on the Privacy tab
3. Click on Advanced within the Settings section and select the appropriate setting

#### **Google Chrome**

1. Select Settings > Advanced
2. Under Privacy and Security > Content settings.

3. Click Cookies and select the relevant options

**Safari**

1. Select Preferences > Privacy
2. Click on Remove all Website Data

**Mozilla Firefox**

1. Choose the Tools menu > Options
2. Click on the Privacy icon
3. Select the Cookie menu and select the relevant options

**Opera 6.0 and further**

1. Choose Files menu > Preferences
2. Select Privacy

Where you have not set your permissions, we may also separately prompt you regarding our use of cookies on the Site.