

# Privacy Policy

Last updated: 15 July 2025

## 1. Who We Are

**EVVIVA LTD** (trading as "Evviva", "we", "us", "our") is a company registered in England and Wales under company number **11604477**.

Our registered office is at:

**50 North Gate Prince Albert Road, London, United Kingdom, NW8 7EH**

For any privacy-related queries, please contact us at:

- **Email:** [PRIVACY EMAIL TO BE FILLED]

## 2. What This Policy Covers

This Privacy Policy explains how we collect, use, and protect your information when you:

- Visit our website at evviva.com
- Submit enquiries through our contact forms
- Receive marketing communications from us

This policy applies to business contacts and potential partners who interact with our website.

## 3. Information We Collect

### 3.1 Contact Information

When you enquire about our services, we collect:

- Business name and contact person name
- Email address and phone number
- Business address (if provided)
- Information about your business and requirements

### 3.2 Website Usage Information

- Cookies and similar tracking technologies
- IP addresses and general location data
- Browser type and pages visited
- How you found our website

### 3.3 Information We Don't Collect

- We do not collect sensitive personal data
- We do not process payment information on this website
- We do not collect detailed device information

## 4. How We Use Your Information

### 4.1 Business Communications

- Respond to your enquiries about our services
- Provide information about Evviva's loyalty platform
- Schedule demos and business meetings
- Send follow-up communications about our loyalty platform services for up to 6 months following your initial enquiry

### 4.2 Marketing (With Your Consent)

- Send updates about our services and platform developments
- Share relevant industry insights and case studies
- Invite you to events or webinars

### 4.3 Website Improvement

- Analyze website usage to improve user experience
- Understand which content is most valuable to visitors
- Optimize our marketing efforts

## 5. Legal Basis for Processing

We process your personal data under:

- **Legitimate Interest:** To respond to business enquiries and operate our website
- **Consent:** For marketing communications (where explicitly given)
- **Contract:** When we enter into business discussions or agreements

## 6. Cookies

We use cookies to:

- Remember your preferences
- Analyze website traffic and usage
- Improve website functionality

**Third-party cookies we may use:**

- **Google Analytics** for website analytics

You can control cookie settings through your browser preferences.

## 7. Data Sharing

### 7.1 We Share Information Only When:

- Required by law or legal process
- Necessary to protect our rights or prevent fraud
- With service providers who help us operate our website (under strict confidentiality agreements)

### 7.2 We Don't:

- Sell your information to third parties
- Share data with marketing agencies
- Use your data for advertising beyond our own services

## 8. Data Security

We protect your information through:

- Encryption of data transmission
- Secure data storage systems
- Limited access on a need-to-know basis
- Regular security reviews

## 9. Your Rights

You have the right to:

- **Access** your personal data we hold
- **Correct** inaccurate information
- **Delete** your data (right to be forgotten)
- **Data Portability** - receive your data in a structured format
- **Restrict Processing** - limit how we use your data in certain circumstances
- **Object** to processing for marketing purposes
- **Withdraw consent** for marketing communications at any time

To exercise your rights, contact us at **[PRIVACY EMAIL TO BE FILLED]**

## 10. Data Retention

- **Enquiry data:** Kept for 2 years from last contact
- **Marketing consent:** Until you unsubscribe or withdraw consent

- **Website analytics:** Anonymized data retained for website improvement

**Data is deleted when:**

- You request deletion
- Retention periods expire
- No longer needed for business purposes

## 11. International Data Transfers

We primarily operate within the United Kingdom. Any data transfers outside the UK will comply with UK GDPR requirements and include appropriate safeguards.

**Server locations:** AWS data centers in London, UK

## 12. Changes to This Policy

We may update this Privacy Policy to reflect changes in our practices. We will notify you of significant changes by updating the date above and, where appropriate, contacting you directly.

## 13. Contact Us

For questions about this Privacy Policy or to exercise your rights:

**Email:** [PRIVACY EMAIL TO BE FILLED]

**Address:** 50 North Gate Prince Albert Road, London, United Kingdom, NW8 7EH

## 14. Regulatory Information

**UK Supervisory Authority:**

Information Commissioner's Office (ICO)

Website: [ico.org.uk](https://ico.org.uk)

Phone: 0303 123 1113

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*This Privacy Policy applies to evviva.com and is effective as of 15 July 2025.*