

Privacy notice

Welcome to Genie AI's privacy notice. Our intention is to create a community where knowledge sharing can be both transparent while respecting your privacy to the maximum extent. If you have any questions about this policy, including requests to exercise your legal rights, please contact us at help@genieai.co.

Here we will inform you of how we look after your personal data when you visit our website and use our product (regardless of where you visit it from) and tell you about your privacy rights and how the law protects you.

This is the PDF version of our privacy notice; alternatively, you can view it online here: <https://www.genieai.co/privacy-notice>. Please also use the Glossary to understand the meaning of some of the terms used.

We appreciate that not everyone is obsessed with privacy like us and therefore may not enjoy reading a privacy notice. For this reason, we have tried to make this short and simple. However, there is also a lot of information we are required by law to provide you with.

Who are we?

We are **Genie AI Limited** a limited company (with company number **11080520**) registered at **241 Southwark Bridge Road, London, England, SE1 6FP** ("we", "our", "us" or "**Genie AI**").

What data do we collect about you and when do we collect it?

We collect personal data about you either when you use our website or products, receive any services from us, contact us, attend any events (virtually or in person), or otherwise interact with us online or in person. Unless we specify otherwise in this Privacy Policy, we collect this information from you on the basis of our legitimate interests.

- **When you access our website and consent to the use of 'cookies'**, we will use 'cookies' to analyse how you have interacted with us and our website.

This includes collecting 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 our website or products (otherwise known as "Technical Data").

You can find more information about how we use 'cookies' in our Cookie Notice (<https://www.genieai.co/cookie-notice>). We will collect non-essential cookies only with your consent.

- **When you enter your details via our website, interact with us via social media, or sign up to receive our communications**, we may collect information which includes your first name, maiden name, last name, username or similar identifier, marital status, title, date of birth and gender (otherwise known as "Identity Data"). We may also collect your email address, telephone number, social media handle, or address (otherwise known as "Contact Data"). We collect this information because it is in our legitimate interest to respond to your queries.
- **When you create an account with us and navigate our website**, we may collect data which includes your username and password, your interests, preferences, feedback and survey responses (otherwise known as "Profile Data").
- **When you make a purchase or subscribe to paid services**, we may collect your bank account details, billing address, and payment card details (otherwise known as "Financial Data") so that we can take payment from you and provide you with our Services. We may also collect details about payments to and from you, purchases and orders made by you, and other details of products and services you have purchased from us (otherwise known as "Transaction Data"). We collect this information in order to take steps to enter into a contract with you.
- **So that we can provide you with marketing and communications information.** Where you have previously expressed an interest in our products or services (and not opted out of marketing), we may use your Contact Data and Identity Data to provide you with information pertaining to our products as it is in our legitimate interest to promote our products and services.

Any preferences you have provided us with as to how and when we can contact you, such as your communication preferences and responses to our 'opt-ins' for data sharing with our third parties (as applicable) and your communication preferences ("Marketing Data") will also be collected by us. We will also use this information to promote products of third parties which may be of interest to you. You can withdraw your consent to marketing or change your preferences at any time by contacting us at help@genieai.co.

- **When you enquire about or apply for a job with Genie AI**, we may collect information about you, your career history (such as your CV), your education history, exam and assessment results and references in addition to Sensitive Data, Contact Data and Identity Data. We collect this to respond to your application, assess your suitability for the role and, if we offer you employment with us, to confirm references and complete background checks.

- **When you attend one of our events or a third-party event we also attend**, and you have agreed for your Contact Data and Identity Data to be shared with us or it is otherwise intended for us to keep in touch (e.g. you have given one of our team your business card or contact details), we will keep you on our mailing list (unless you tell us you no longer wish to).
- **If we sell our business**, we may use all of the above types of personal data to ensure that our business can be continued by the buyer. If you object to our use of your personal data in this way, the buyer may not be able to continue providing you with access to our products or services.

What about sensitive data?

Sensitive data includes things like health information, details of your ethnic origin, political views, medical information, details of your sexual orientation or identity, or religion ("Sensitive Data"). We do not need to collect this information from you, but may collect it when you apply for a job with us.

If we ever need to collect Sensitive Data from you for recruitment purposes, we will notify you first, and make sure you know why we need this from you.

What about "aggregated" data?

We collect, use and share information which is statistical or demographic data which is derived from but does not include your personal data. This is often called "Aggregated Data". We may use this Aggregated Data for any purpose. If we combine or connect your Aggregated Data with other data which can be used to identify you, we use the combined Aggregated Data in accordance with this Privacy Policy.

Who do we share your personal data with?

We may, from time to time, share your personal data with third parties where you have provided us with consent to do so, we have a legal or regulatory duty to disclose that information, or to perform our obligations under the Agreement.

Do we carry out any "automated decision making"?

"Automated decision making" occurs where a technology (e.g. *AI or a smart algorithm*) can make a decision about something without human intervention.

We do not use automated decision-making processes during our relationship with you. We have very intelligent tools which use AI and decision making in the case of legal rules, but never about you.

Cookies

Please see our Cookie Notice (<https://www.genieai.co/cookie-notice>) to learn how we use cookies.

Where we store your personal data

It is sometimes necessary for us to transfer your personal data to countries outside the UK and European Economic Area ("EEA"). This may include countries which do not provide the same level of protection of personal data as the UK or EEA.

We will transfer your personal data outside the UK and EEA only where:

- the UK government or European Commission, as applicable, has decided the recipient country ensures an adequate level of protection of personal data (known as an adequacy decision); or
- there are appropriate safeguards in place (such as standard contractual data protection clauses published or approved by the relevant data protection regulator), together with enforceable rights and effective legal remedies for you; or
- a specific exception applies under data protection law.

We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy notice.

Security of your personal data

Once we have received your information, we will use strict controls, procedures and security features to try to prevent unauthorised access.

Whilst we cannot 100% guarantee the security of the data transmitted to our site, we will always do our best to protect your personal data.

What about third parties referred to on our website?

Our website may, from time to time, contain links to and from the websites of our member and associated member organisations, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

How long we keep your information

We will retain your personal data for as long as you use our services and for a reasonable time thereafter. We have a data retention policy which includes the more specific details and we would be happy to share this with you at any time (just ask).

Your rights

Rights to personal data can vary from country to country and you are always welcome to ask us. These may include the following:

- **Access:** You have the right to request access to information we hold about you.
- **Object:** You may object to our use of your personal data for any purposes which is based upon our legitimate interest as its legal basis.
- **Restrict:** You can ask us to restrict our handling of your personal data.
- **Withdraw:** You may withdraw your consent to any processing of your personal data at any time.
- **Rectify:** You have the right to ask us to rectify any personal data held about you that is inaccurate.
- **Erase:** You may (but not always) have the right to request the erasure of your personal data we hold.
- **Transfer:** You can ask us to transfer your personal data to a third party.
- **Complain:** In the event that you wish to make a complaint about how we process your personal data, please contact us in the first instance and we will endeavour to deal with your request as soon as possible.

We hope that we can resolve any query or concern you raise about our use of your personal data. You have the right to make a complaint at any time to the supervisory authority in the United Kingdom for data protection issues, the Information Commissioner's Office (ICO), whose website is at www.ico.org.uk. We would, however, appreciate the opportunity to deal directly with your concerns beforehand and respond to any of these as your first-priority contact.

Should you wish to exercise any of these rights, please contact us at help@genieai.co.

Changes to our privacy notice

Any changes we may make to the privacy notice in the future will be posted on this page. Please check this page frequently to see any updates or changes to this privacy notice.

This Privacy Notice was last updated on 2nd August 2024.