



ACCOUNTING INTELLIGENCE

A SystemsAccountants Company

PRIVACY POLICY

We respect your concerns about privacy and value the relationship we have with you. This Privacy Policy describes the types of data we collect about our customers, how we use this information, with whom we share it, and the rights of our customers regarding our use of this information. We also describe the measures we take to protect the security of the information, how long we retain it and how our customers can contact us about our privacy practices and how to exercise their rights.

For the purposes of applicable data protection laws, the data controller is Kanbina Limited, Registered in England & Wales, Company Number: 11980937; Registered Office: Level 2 Trading Boundaries, Sheffield Green, Uckfield, East Sussex, TN22 3RB, United Kingdom

Information We Collect

We may obtain personal data about you from various sources. We collect this information when you provide it on our website and via our social media pages.

When you visit this site or our social media pages, we also collect certain information about your device or usage by automated means, including using technologies such as cookies, web server logs and web beacons.

Information You Provide

You may provide personal data to us in a number of ways, such as when you participate in an offer or promotion, when you make a purchase on our site, or via our social media pages.

The types of personal data you provide to us may include:

- Contact information (such as name, postal address, business and/or personal email address and mobile or other phone number)
- Username and password, nickname/screen name
- Billing information (such as billing address)
- Purchase history
- Product preferences
- Information or content you provide (such as photographs, videos, reviews, articles, questions, survey responses and comments)
- Information provided to us through social media networks when you visit our social media pages (such as your name, profile picture, likes, location, friend list and other information described on the social media network or application sign-up page)

How We Use the Information

We will use the information you provide to:

- Send you promotional materials or other communications if you so elect
- Provide the products or services you (or your company) have requested and operate features on our site
- Create and manage your online account

- Create a profile about you based on the information you provided to us in order to tailor our advertisements to your interests
- Assist with product selection and replenishment
- Chat with you or respond to your inquiries
- Post your product reviews
- Tailor ads displayed to you on our site and elsewhere to your interests and history with us
- Communicate with you about, and administer your participation in, special events, loyalty programs, surveys and other offers
- Operate and communicate with you about our social network pages
- Comply with applicable legal requirements, relevant industry standards and our policies

The information collected is necessary for the purposes set forth above. Without this information, you may not be able to take advantage of some of our products or services.

Legal Basis for Our Use of the Information

We will use the information you provide for the above purposes if:

- it is necessary to perform a contract to which you are party (e.g., to process your payment and deliver the products you have ordered); or
- we have obtained your consent; or if
- we have a legitimate interest in doing so (including a legitimate interest in performing marketing activities, internal administration functions, processing and enforcing legal claims and conducting our business in compliance with all applicable laws, relevant industry standards and our policies).

Information We Collect by Automated Means

When you visit this site, view or click on our online advertisements (including our advertisements on third party websites) or visit our social media pages we also collect certain information about your usage or device by automated means or by using technologies such as cookies, web server logs or web beacons. As set forth in more detail below, we may also collect information about your usage and browsing habits using various web-based technologies.

Technologies We Use

Cookies are small text files that websites send to your computer or other Internet-connected device to uniquely identify your browser or to store information or settings in your browser.

The following types of cookies are set on this site.

Internal Cookies Essential for the Site to Work

We use first-party cookies to help the site work in the best possible manner. You can opt out of receiving these cookies and disable them by adjusting your browser settings. Please note, however, that without these cookies, your user experience may be impacted.

In conjunction with obtaining information through cookies, our web servers may log details such as your operating system type, browser type, domain, and other system settings, as well as the language your system uses and the country and time zone in which your device is located. The web server logs also may record information such as the address of the web page that linked you to our site and the IP address of the device you use to connect to the Internet.

To control which web servers collect this information, we may place tags on our web pages called “web beacons.” These are computer instructions that link web pages to particular web servers and their cookies.

Third Party Web Analytics Cookies

We may use third party web analytics services on this site, such as those of Google Analytics. The service providers that administer these services use technologies such as cookies, web server logs and web beacons to collect information (such as IP address) and use that information to help us analyse how visitors use the site. These vendors may use cookies placed on this site (such as the Google Analytics cookie) and cookies placed on third-party web sites (such as Google advertising cookies), or other third-party identifiers, together, to analyse our site visitors. When you first visit our site, a cookie banner will inform you of the use of these analytics technologies. They will only be used if you accept them or if you continue using this site. You may change your cookie settings at any time to accept or refuse these analytics technologies by clicking on the cookie control tool below to adjust your cookie preferences. Adjusting your cookie preferences may disable certain functionality on this site, as described below.

Third Party Cookies Intended to Improve the Interactivity of the Site

This site may also support certain third-party services, including social sharing buttons for LinkedIn, Twitter, tweet lists (Twitter) and videos posted on the site (Youtube). These features use third party cookies that are directly set on your device by these services. When you first visit our site, a cookie banner will inform you of the use of these cookies. They will only be used if you accept them or if you continue using this site. You may change your cookie settings at any time to accept or refuse these cookies by clicking on the cookie control tool below.

We and other service providers may disclose information about you (i) if we are required to do so by law or legal process, (ii) to law enforcement authorities or other government officials, or (iii) when we believe disclosure is necessary or appropriate to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual fraudulent or illegal activity.

We also reserve the right to transfer personal data we have about you in the event we sell or transfer all or a portion of our business or assets. Should such a sale or transfer occur, we will use reasonable efforts to direct the transferee to use personal data you have provided to us in a manner that is consistent with our Privacy Policy. Following such a sale or transfer, you may contact the entity to which we transferred your personal data with any inquiries concerning the processing of that information.

Your Rights and Choices

You have certain rights and choices in connection with the personal data we collect from you. To update your preferences, ask us to remove your information from our mailing lists or submit a request, please contact us as specified below.

- **Email Opt-Out**

You can at any time tell us not to send you marketing communications by email by clicking on the unsubscribe link within the marketing emails you receive from us or by contacting us as indicated below. You also may opt out of receiving marketing emails from us by emailing us at data@kanbina.ai

- **Postal Mail Opt-Out**

You can ask us to stop sending you marketing communications by postal mail by following the instructions included in a particular promotion. You can also request that we refrain from sending you promotional postal mail by contacting us as via the contact details below

- **Withdrawing Consent**

You may also withdraw any consent you previously provided to us at any time with effect for the future by contacting us as indicated below. This will not affect the lawfulness of our use of your information based on your consent before its withdrawal.

- **Reviewing, Updating or Deleting Personal Data or Restricting or Objecting to their Use**

Subject to applicable law, you have the right to request access to and rectification or erasure of the personal data we maintain about you, or to request the restriction of our use of this information, as appropriate. You also have the right to object at any time to the use of your personal data for direct marketing purposes, including profiling related to direct marketing. For all other purposes, you may object at any time to the use of your personal data, on grounds relating to your particular situation, in accordance with applicable law. These rights may be limited in some circumstances under applicable law. We may take reasonable steps to verify your identity before granting access or making corrections. You may exercise these rights by contacting us as indicated below.

- **Other Rights**

Subject to applicable law, you have the right to receive, in a structured, commonly used and machine-readable format, the personal data that you have provided to us about you, with your consent or based on a contract to which you are party. You also have the right to have this information transmitted to another data controller, where it is technically feasible. You may exercise this right by contacting us as indicated below. You may also lodge a complaint with a data protection authority.

Data Transfers

We may transfer the personal data we collect about you to our affiliates and third party service providers to countries other than the country in which the information was originally collected (including the United States), where necessary to fulfil the purposes described in this Policy and your personal data may be processed and stored outside of your country of residence. Those countries may not have the same data protection laws as your country of residence and your personal data will be subject to applicable foreign laws. United States laws have not been recognized by the European Commission as providing an adequate level of data protection. When we transfer your information to other countries, we will protect that information in the manner described in this Privacy Policy.

We have also implemented appropriate safeguards to ensure such a level of data protection when transferring your personal data, including the conclusion of data transfer agreements incorporating the European Commission's Standard Contractual Clauses, and our U.S. service providers are certified to the EU-U.S. Privacy Shield as set forth by the U.S. Department of Commerce and the European Commission regarding the collection, use and retention of personal data transferred from the European Economic Area to the United States, or other applicable data transfer mechanisms. You may obtain a copy of these data transfer mechanisms by contacting us as indicated below.

Data Retention

We keep the information you provide for the duration of our relationships, plus a reasonable period in order to be able to run regular deletion routines or to take into account the applicable statute of limitation period or if required under mandatory applicable law. If you wish to receive marketing communications, we will keep the information necessary to send you these communications following the end of our customer relationship or following their collection, if you are a prospective customer.

How We Protect Personal Data

We maintain appropriate technical and organizational safeguards to ensure an appropriate level of security of your personal data, in particular to protect your personal data against accidental unlawful or unauthorized destruction, loss, alteration, access, disclosure or use. However, no security system is perfect and we cannot promise that information about you will remain secure in all circumstances, including the security of your data during transmission to us or the security of data on your mobile device.

Links to Other Websites

Our website may provide links to other websites for your convenience and information. These websites may operate independently from us. Linked sites may have their own privacy notices or policies, which we strongly suggest you review if you visit any linked websites. To the extent any linked websites you visit are not owned or controlled by us, we are not responsible for the sites' content, any use of the sites, or the privacy practices of the sites.

Updates to Our Privacy Policy

This Privacy Policy may be updated periodically to reflect changes in our privacy practices. We will post a prominent notice on our website to notify you of any significant changes to our Privacy Policy and indicate at the top of the Policy when it was most recently updated.

How to Contact Us

If you have any questions or comments about this Privacy Policy, or if you would like to exercise your rights, please contact us by email at: data@kanbina.ai or telephone on: +44 (0) 207 648 4242. You also may write to: Kanbina Limited, 8 Devonshire Square, London, EC2M 4PL.

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