

Gravitai's Privacy Policy Statement

Gravitai's Privacy Policy Statement, effective as of December 7, 2018. Last updated, March 17, 2021.

Trust is Vital to Us at Gravitai, Concerning Personal Data

At **Gravitai**, we believe the best way forward is to be truthful and honest. Trust is essential to us and acts as one of our main company attributes. This Gravitai Privacy Policy Statement ('**Privacy Policy**') explains our privacy practises described in the following.

If you would like to read over key points or highlights of the Privacy Policy, you can view those '**here**'.

We want to take this opportunity to emphasise the importance of this Privacy Policy, acting as a legal agreement of how Gravitai gathers, uses, and discloses your data. This not only applies to the Privacy Laws that are set out by the British Government but to also third-party private enterprises. Please take the time to read through this Privacy Statement and carefully learn about how we collect, use and share your ("Personal Data") that is being collected.

A reference to "Gravitai," "we," "us", or the "Company" is a reference to **Gravitai.com, Ltd.** and its relevant affiliates involved in collecting, using, sharing, or other processing of Personal Data.

Gravitai as a Responsible Entity

Gravitai is the controller of your Personal Data as described in this Privacy Statement unless specified otherwise.

We are not responsible for our customers' privacy or data security practices, which may differ from those explained in this Privacy Statement. If you would like to learn more about this, then please continue. If you have any questions, please contact us via our **contact methods** such as email, phone, and contact forms placed across our website.

How is Gravitai Processing Data?

This Privacy Policy applies to the processing of Personal Data that is being collected.

This applies when the data is collected via the following methods.

- Visiting our website (www.gravitai.com);
- Visiting our branded social media channels and pages;
- Visiting our offices;
- We are receiving communication from us in the forms of email, phone calls, SMS or fax;
- Register for or take part in our events that we compose;

Our website and provided services may contain links to other websites, services, applications that all third parties maintain. Anything that is tied or linked to their practices or services, social media platforms and website is governed by their Privacy Policy statements. If you want to understand these further, then you should look at them according to the 'Privacy Policy.'

What Personal Data do we Collect?

Through our website and associated channels, there are circumstances where we do collect Personal Data. This data includes personal identifiers, professional or employment-related information, commercial information, visual information and internet activity information.

In what formats do we collect personal information?

- If you express an interest in obtaining additional information about our services; request Gravitai support (including [Book an Audit](#) & [Book a Demo](#)); or use our "[Contact Us forms](#)" or similar features; register to use our websites; sign up for a registered event, webinar or contest; or download specific content, we may require that you give to us your personal contact information, such as your name, job or role title, company name, address, phone number, email address or username and password if needed.
- Suppose we plan for webinars that require payment to obtain entry at any point in the future. Your financial and billing information may be required.
- If you attend an event or webinar, we may scan your attendee badge with your further consent, which will provide us with your information, such as name, title, company name, address, country, phone number, and email address.
- If you sign up for an account, we may ask you for personal information such as username, photo, biographical information, occupation, location, social media profiles, company name, industry or sector and personal interests.
- Suppose you interact with our website or marketing emails. In that case, we automatically will collect information about your device that you are using and your website or emails sent to you. (Internet Protocol (IP) addresses or potential other identifiers, which may be qualified as 'Personal Data' using cookies, web beacons, or similar technologies that we use and operate with.
- If you use and interact with our services such as our website or emails, we automatically collect information about your used device and your services through log files and other related technologies, some of which may qualify as Personal Data as well.
- If you do communicate with us via phone, we may record that call.

- Suppose you voluntarily submit certain information to our services or websites, such as filling out a survey about your user experience. In that case, we collect the information you have provided as part of that request.

Suppose you provide our service providers or us with any Personal Data relating to other individuals. In that case, you represent that you have the authority to do so, and where it is required, have obtained the necessary consent and understand that it may be used in accordance with this Privacy Statement that Gravitai has set out. If you have a suspicion that your Personal Data has been provided to us improperly/without your consent or want to exercise your rights relating to your Personal Data, please contact us by using the information through our [Contact Us](#) page.

Obtaining Data Through Platforms

We use standard information-collecting tools, such as resources for gathering usage data, website cookies, web beacons, pixels, and similar web technologies to automatically collect data and information that may contain 'Personal Data' as you navigate our website, our services, or interact with marketing emails we have sent to you. An example of this would be [Acquia Marketing Cloud/Mautic](#) and the services and applications that they provide Gravitai with.

We gather 'Personal Data' and information automatically when every single user visits our website. This information may include identifiers, commercial data, and internet activity (behaviour) information such as your IP address (or proxy server information that we have collected), user device and application information, ID numbers and features, location, the browser you are using, plugins, integrations, Internet service providers, mobile carriers, the pages and files that you have viewed, searches completed, referring websites, apps or ads, operating systems, system configuration information, ad and language preferences, the specific date and time stamps associated with your device usage, and frequency of visits to the website at hand being www.gravitai.com. This information is used to analyse overall current trends, help us provide and improve our website, offer a tailored experience for website users (including yourself), and secure and maintain our website as well.

Cookies, Web Beacons, Tracking Technologies and Website or Email Communications

Gravitai uses different technologies to capture and gather personal information about users coming onto our website in many cases.

We use current technologies such as web beacons, pixels, tags, and JavaScript, alone or in conjunction with website cookies, to gather personal information about the use of our websites and how people interact with our marketing emails.

If you do visit our website, we, or an authorised third-party, may place a cookie on your user device that collects information and data, including 'Personal Data', about your online activities and behaviour over time and across different sites that you browse. Cookies allow us to track you, infer browsing preferences, and improve our experience.

We use both session-based and also persistent cookies on our website. Session-based cookies exist only in a single session on our website and disappear from your user device when you shut down your web browser or turn off the user device in question which has our website open. Persistent cookies will remain on your device in question after you close your browser or turn your user device off. If you would like to swap your current cookie preferences, then please contact us via one of our contact methods or change them in the cookie policy preferences.

We also use web beacons and pixels through our website and in marketing communications via email. As an example, we may place a pixel in marketing email and communications via our technology platforms that notify us when you click on an email link. We use these dedicated technologies to operate and improve our website and marketing methods. You may unsubscribe from any marketing emails by selecting the unsubscribe button at the bottom of any marketing or journey email that we send to you.

The following describes how we use different forms of cookies and similar web tech and your pathway for managing the data collection settings of these stated cookie technologies:

Again, before we proceed, we could like to take this opportunity once again to Contact Us if you have any queries, problems or want to ask us any questions based on our Privacy Policy methods and practices.

We take these practices, and your personal data very seriously.

Types of Cookies	Cookie Description	Reason
Required Cookies	<p>Required Cookies are used across our site and are fundamental for basic websites to function. These include cookies like required session cookies, authentication cookies and also security cookies. If you have picked to identify yourself to Gravitai, then we may place a browser cookie that uniquely identifies you when browsing www.gravitai.com and completing requests and actions.</p>	<p>Because these cookies are really fundamental to how our website works and operates, you will not be able to opt-out of these.</p>
Functional Cookies	<p>Functional cookies concern enhancing current functions, performance and services across the Gravitai website. This includes cookies to analyse our traffic, cookies for market research that we conduct, cookies for advertising that, in many cases, is not directed to a particular individual but can be personalised.</p> <p>Functional cookies may also be used to see how our websites function and help us provide more relevant communications towards yourself. This includes marketing communications which collect data on how our website is used, clicks, activity and which pages are often viewed the most.</p> <p>As an example, we like to use and operate Google Analytics ("Google Analytics"), a web analytics application that is provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA. You can learn more about Google's privacy best practices by going to the following link www.google.com/policies/privacy/partners/.</p> <p>Google Analytics uses online cookies to help us analyse how our website in question,</p>	<p>You can actually choose to opt-out of our functional cookies. To change your cookie settings or preferences, please get in contact with us to find out more or click cookie preferences in the footer to change your settings.</p> <p>To opt-out from data collection by Google Analytics, you need to download and install a browser add-on, which is available here.</p>

	<p>including the number of visitors and users, the website from which visitors have navigated to our website, and the pages on our website to which visitors navigate around the most. We use this information to improve our website. We use Google Analytics with restrictions on how Google can process our data enabled. For information on Google's Restricted Data Processing, go to https://privacy.google.com/businesses/rdp/.</p>	
Advertising Cookies	<p>We use advertising cookies across our website to understand what our audience likes and is interested in some cases.</p> <p>We sometimes use cookies delivered by third parties or to show you advertisements for our services that we think may pique your interest on devices you use and track our advertisements' performance. As an example, these cookies collect data and information, such as which browser you used when visiting our websites.</p>	<p>You can choose to opt out of functional cookies. To change your cookie settings or preferences, please get in contact with us to find out more or click cookie preferences in the footer to change your settings.</p>

Behavioural Advertising across Gravitai

As described above, one of our authorised partners or we may place or read cookies on your device when you visit our websites to serve you targeted advertising (also referred to as "online behavioural advertising" or "interest-based advertising"). In other words, this is classed as personalised advertising.

To manage the use of targeting and advertising cookies on this website, click the **Cookie Preferences** link in the page's footer or consult your individual browser settings for cookies. To learn how to manage privacy and storage settings for Flash cookies, click [here](#). If you encounter any problems, please contact us to find out more information to deal with your query.

Opting Out of Cookies via Your Individual Browser

In addition to using the user preference centre, in many cases you may opt-out from the collection of non-essential device and usage data on your web browser (see the "What device and usage data we process" section, above) by managing your cookies at the browser or device level. In addition, if you wish to opt-out of interest-based advertising, click [here](#) (or, if located in the European Union, click [here](#)).

Social media Channels

Our websites may use social media features, such as the Facebook "like" button, the "Tweet" button and other sharing widgets ("Social Media Features"). Social Media Features may allow you to post information about your website's activities to external platforms and social networks.

Social Media Features may also allow you to like or highlight information we have posted on our website or our branded social media pages. Social Media Features are either hosted by each respective platform or hosted directly on our website. To the extent, the Social Media Features are hosted by the platforms themselves, and you click through to these from our websites, the platform may receive information showing that you have visited our es. If you are logged in to your social media account, it is possible that the respective social media network can link your visit to our websites with your social media profile.

Phone & Mobile Combability When Collecting Personal Data

If you decide to browse our website on a mobile device, we may also collect further information bespoke to mobile devices. We may collect telephony log information (like phone numbers, time and date of calls, duration of calls, SMS routing information and types of calls), device event information (such as crashes, system activity, hardware settings, browser language), and location information (through IP address, GPS, and other sensors that may, for example, provide us with information on nearby devices, Wi-Fi access points and cell towers).

Why do we Collect your Personal Data?

There is a range of reasons why we collect your personal data across Gravitai channels, including the website.

- We collect personal data to give our websites and channels the correct functionality that they need. We process your personal data when using our services correctly, so the website's terms and conditions are in full justifiability of what we are doing. If you would like to learn more about our Terms & Conditions, please read up on how you could be affected as a Gravitai website user.
- We take security among our website and regulated channels very seriously. We process your personal data by tracking the use of our websites and services, creating aggregated non-personal data, investigating suspicious activity and enforcing our Terms & Conditions. It is vital that your safety and security are ensured to ensure that we protect all our users.
- Handling contacts and support requests. If you fill out a contact form within our given website or complete a request to our support team or even get in touch with us via a phone call, we process your personal data to contact you and create a communication channel.
- In the event that Gravitai hosts webinars or events, we might collect your personal information. This is to register your interest in the event which we will require your personal contact information for.
- Developing and improving our website and services: We process your Personal Data to deeply analyse trends and to track your usage and interactions with our website and services. To the point by where it is necessary for our legitimate interest in building up and upgrading our website and services as well as providing our users with more relevant content real-time service offerings, or where we seek your individual valid consent.
- From time to time, we will assess your user experience. This may, in some cases, be associated with your personal data. The purpose of this is to improve the whole user experience. In the event of this happening, we will ask and seek your consent.
- Identifying potential customer and consumer opportunities: We process your Personal Data to then assess further new potential customer opportunities for Gravitai to the extent that it is in our legitimate interest to ensure that we are achieving our customers' demands and their users' experiences.
- Sending marketing communications to you: We will process your Personal Data or device and usage information, which in some cases may be linked with your collected Personal Data, to send you marketing information, service recommendations and other non-transactional communications including (e.g., marketing and application newsletters, phone calls, SMS, or web push notifications) about us and our services and partners, including information about our products, promotions or events.

Personal Data of Children and People Under the Age of 16

Our website is not directly aimed at children and people under the ages of 16 years old. We do not knowingly collect children's information via the forms of communication channels and via our website unless we have consent from a parent or guardian associated with that individual.

If you a parent or guardian associated with this person and feel like they have given their personal data to us, please reach out and [Contact Us](#) to resolve the issue.

How Long do we Keep your Personal Data For?

The conditions of duration in which we keep your data are down to collecting that personal data. Please have a look at the reasons we obtain unique data and information. Your data will be kept for as long as it has fulfilled its obligation and purpose.

Gravitai will assess the attention period for personal data, the nature, sensitivity and potential risk of that personal information.

Your Rights Regarding Personal Data

Based on regulations and laws, you may have certain rights regarding your Personal Data that has been captured. Depending on your region and laws, your rights may apply to the following regulations:

- Access your Personal Data that we hold.
- Learn more information on how your data is being processed.
- Change inaccurate Personal Data based on the reason being that it was collected wrongly.
- Restrict our processing and collecting of your Personal Data.
- Withdraw your consent at any time regarding subscribing and the collection of your personal information and data.

How to Exercise your Rights Set Fourth

To exercise your rights, please reach out and contact us by using the information in the “Contact Us” page on the Gravitai website. Your personal information may be processed in responding to these rights. We try to respond to all legitimate requests within one week unless otherwise required by law and regulations and will contact you if we need additional information from you to honour your request. Occasionally it may take us longer than a week, taking into account the complexity and number of requests we receive.

Privacy Policy Changes

We will update this current Privacy Statement from time to time to reflect changes and updates in our best practices, technologies, legal laws and requirements, and other factors. If we do, we will update the “last updated date” at the top and in the Privacy Policy Statement's footer. If we make an internal material update, we may provide you with notice prior to the update taking effect through the policy, such as by posting a conspicuous notice on our website or by contacting you directly and individually, or where required under applicable law and infeasible circumstances, seek your consent to these changes and updates.

We do encourage you to periodically review this Privacy Policy Statement to stay informed about our collection, processing and sharing of your Personal Data and information.