



Upscope Privacy Statement

We are Upscope Limited (“**Upscope**”, or “**we**”), a software company based in the United Kingdom. We provide software that helps companies communicate with their customers visually.

This Privacy Statement applies to processing of personal data on our public websites, including but not limited to, upscope.io, upscope.com and any subdomains thereof (together the “**Websites**”).

This Privacy Statement does not apply to processing of personal data by our customers through our software. This document is intended to inform you, as a user of our Websites, about which personal data we collect, and how we use this data and why.

If you have any questions about the way your data is collected by one of our customers through our software, you should contact them directly. If you believe that one of our customers is using our software maliciously or in breach of our Terms of Services, please get in touch with us.

Data we collect

We collect the following personal data:

- Your email address, if you provide it. When you provide your email address in order to subscribe to our newsletter, you provide consent for us to send email newsletters relating to our services. When you provide your email address in order to sign up for our free trial we might reach out to help you to complete the process.
- Conversations you have with our staff through the chat functionality on some of our Websites. We use this to assist you in the use of the Websites or our services. We do this on the basis of our legitimate business interests, specifically informing you about the functionality of our software and/or selling our software to you. The chat functionality is provided by Intercom Inc., which is based in the United States of America, and adheres to the EU-U.S. Privacy Shield Framework.

We will keep your personal data only for the period necessary to fulfil the purposes for which it was collected or processed, unless we have to keep it for legitimate business, tax or legal purposes. For newsletter subscribers, this means we store your email address until you withdraw consent by unsubscribing, which can be done at any time.

We will not share your personal data with third parties unless it is needed in order to provide the requested service to you, or when we have a legal obligation to do so. Any third parties will process your personal data in conformance with this statement.

You have the right to obtain from us:

- information about how we process your personal data, as well as a copy of the personal data which we have stored about you.

- You also have the right to correct, update, shield or delete your personal data in our records, as well as data portability of your personal data to a third party, and to report any misuse of your personal data.

If you have any questions, comments or concerns about how we handle personal data or if you wish to make use of your rights described above, please contact us at legal@upscope.com. If you have any complaints about this statement or about how we handle your personal data you can also [file a complaint](#) at the ICO (Information Commissioner's Office).

We may update this statement at a later stage. If we make significant changes, we will post a notification on our Websites; the new statement will be effective immediately upon posting. By continuing to access our Websites, you agree to be bound by the revised statement.

Cookies

Cookies are text files that are set by our Website(s) into the browser on your computer or mobile device. The next time you visit, those cookies allow us to recognise your device. We use cookies across our Websites mostly for analytical reasons: to analyse visitor behaviour (e.g. which pages are viewed often) in order to optimise the usability of the Websites.

We make use of the following third party tools which use cookies. We use Google Tag Manager to implement third party tools. We use the Facebook pixel, Twitter pixel, LinkedIn pixel and Google AdWords Remarketing pixel in order to measure conversion of our advertisements on social media. For general website analytics we use Google Analytics. We use YouTube and Vimeo to display product videos. The chat functionality is provided by Intercom and uses functional cookies to remember earlier conversations. Our Help Center articles are served by Intercom.

You can use the settings within your browser to control the cookies that are set on your computer. You may also visit youronlinechoices.eu for details on

how to remove cookies of specific parties and for further information on cookies.

Third party disclosure

We do not sell, trade, or otherwise transfer to outside parties your personally identifiable information.

Third party links

Occasionally, at our discretion, we may include or offer third party products or services on our website. These third party sites have separate and independent privacy policies. We therefore have no responsibility or liability for the content and activities of these linked sites. Nonetheless, we seek to protect the integrity of our site and welcome any feedback about these sites.

Data breaches

We will report any unlawful data breach of our Websites' database or the database(s) of any of our third party data processors to any and all relevant persons and authorities within 72 hours of the breach if it is apparent that personal data stored in an identifiable manner has been stolen.

We also agree to the individual redress principle, which requires that individuals have a right to pursue legally enforceable rights against data collectors and processors who fail to adhere to the law. This principle requires not only that individuals have enforceable rights against data users, but also that individuals have recourse to courts or a government agency to investigate and/or prosecute non-compliance by data processors.

Contacting Upscope

You can contact Upscope by emailing legal@upscope.com.

If you'd like to send us a letter, please use the following address:

Upscope Limited

2nd Floor, 2 Sheraton Street

London, W1F 8BH

United Kingdom

Upscope Limited is a UK limited company (Company number 10599571). Our UK VAT number is GB264457681. Our EU VAT number is EU372022383.