

Hatch Apps Ltd. T/A Xavier Analytics

GDPR Policy

Last Reviewed September 2019

DEFINITIONS

Under the definitions in the General Data Protection Regulation ((EU) 2016/679) (“GDPR”), Hatch Apps Ltd (trading as Xavier Analytics) is the Data Controller

‘Xavier Analytics’ refers to the company Hatch Apps Ltd, trading as Xavier Analytics.

‘The Application’ refers to the application Xavier Analytics, accessed at <https://app.xavier-analytics.com>.

BACKGROUND:

Xavier Analytics understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of all of our users and visitors and will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

1. Information About Us

Under the definitions in the General Data Protection Regulation ((EU) 2016/679) (“GDPR”), Hatch Apps Ltd trading as Xavier Analytics (‘Xavier Analytics’) is a Data Controller.

For the provision of application Services under the Terms of Service, Hatch Apps Ltd trading as Xavier Analytics (‘Xavier Analytics’) is the Data Processor.

Xavier Analytics is a private limited company registered in England with number 09866038

Registered address: 14 Greenway Farm, Bath Road, Wick, Bristol, BS30 5RL

VAT number: 229 1401 32.

Data Protection Officer: Helen Lloyd.

Email address: helen@xavier-analytics.com

Telephone number: 07724319720

Postal address: 14 Greenway Farm, Bath Road, Wick, Bristol, BS30 5RL

Hatch Apps Ltd (Trading As Xavier Analytics) is registered with the ICO under the Data Protection (Charges and Information) Regulations 2018

2. What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

3. What Is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

4. What Are My Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 12.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 12 to find out more.
- d) The right to be forgotten, i.e. the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 12 to find out more.
- e) The right to restrict (i.e. prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as the legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business

in many cases.

- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 12.

It is important that your personal data is kept accurate and up-to-date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner's Office or your local Citizens Advice Bureau.

If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner's Office. We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 12.

5. What Personal Data Do You Collect and How?

Depending upon your use of our Site, we may collect and hold some or all of the personal data set out in the table below, using the methods also set out in the table. We do not collect any 'special category' or 'sensitive' personal data, personal data relating to children or data relating to criminal convictions and/or offences.

Data Collected	How we Collect the Data
Identity Information including name	Signup form, Xero linked data
Contact information including location, email address	Signup form, Xero linked data
Business information including team name, business name	Signup form, Xero linked data, Companies House API, HMRC API (if applicable)
Payment information including card details, bank account numbers	Stripe subscription payment form
Data from third parties including company name, location	Signup form, Intercom cookies

6. How Do You Use My Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we will use your personal data, and our lawful bases for doing so:

What we Do	What Data we Use	our Lawful Basis
Administering our business.	Name, email, team name	Legitimate Interests

Supplying our services to you.	Name, email, team name, Xero linked data, business information.	Legitimate Interests
Managing payments for our services.	Email, name, address, payment information	Legitimate Interests
Personalising and tailoring our services for you.	Email, company name, location	Consent
Communicating with you.	Email, name, team name	Consent
Supplying you with information by email that you have opted-in-to (you may opt-out at any time by selecting 'unsubscribe' in the email footer.	Email, name	Consent

With your permission and/or where permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email with information, news, and offers on our services. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications (EC Directive) Regulations 2003, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 12.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

We may use the personal data we collect about you and other users of our websites and services (whether obtained directly or from third parties) to produce aggregated and anonymised analytics and reports, which we may share publicly or with third parties.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

7. How Long Will You Keep My Personal Data?

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected. Your personal data will therefore be securely disposed of in the event that you choose to delete your team or clients from within the application, if a written request has been made by the administrator of the account, or if the application has not been accessed by or on behalf of the team for 9 months

from trial/billing expiry, whichever is sooner.

8. How and Where Do You Store or Transfer My Personal Data?

We will only store or transfer your personal data within the UK. This means that it will be fully protected under the Data Protection Legislation.

We use specific contracts with external third parties that are approved by the European Commission for the transfer of personal data to third countries. These contracts require the same levels of personal data protection that would apply under the Data Protection Legislation. More information is available from the [European Commission](#).

The security of your personal data is essential to us, and to protect your data, we take a number of important measures, including the following:

- limiting access to your personal data to those employees, agents, contractors, and other third parties with a legitimate need to know and ensuring that they are subject to duties of confidentiality;
- procedures for dealing with data breaches (the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, your personal data) including notifying you and/or the Information Commissioner's Office where we are legally required to do so;

9. Do You Share My Personal Data?

We will not share any of your personal data with any third parties for any purposes, subject to the following exceptions.

We may sometimes contract with a small selection of carefully chosen third party services, or sub-processors, that will collect personal data on our behalf, in order to operate or improve our services to our users, as follows:

Sub-Processors

Recipient	Activity Carried Out	Location	Further information
Amazon Web Services	Cloud service provider	United Kingdom	https://aws.amazon.com/blogs/security/all-aws-services-gdpr-ready/
Stripe	Payment management	United States of America	https://stripe.com/gb/guides/general-data-protection-regulation#stripe-and-the-gdpr
Intercom	Customer communication and support	United States of America	https://www.intercom.com/help/pricing-privacy-and-terms/data-protection/how-intercom-complies-with-gdpr
Xero	Application	United States of	https://www.xero.co

	Functionality	America	m/uk/campaigns/xero-and-gdpr/
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If any of your personal data is shared with a third party, as described above, we will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 8.

Before engaging any third party, we perform extensive due diligence to ensure GDPR compliance and data security including international transfer of EU data. We do not engage a third party unless our quality standards are met. Our third parties are all subject to contract terms that enforce compliance with applicable data protection laws.

We will take steps to ensure that your personal data is handled safely, securely, and in accordance with your rights, our obligations, and the third party's obligations under the law, as described above in Part 8.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

10. Cookies

A cookie is a small text file that's placed on the computer or mobile device when visiting one of our websites. We, and some of our third-party service providers, may use a few different types of cookies. Some are persistent cookies (cookies that remain on the hard drive for an extended period of time) and some are session ID cookies (cookies that expire when the browser is closed).

All cookies have been carefully chosen to help us operate our websites and services, enhance and customise user experience across our websites and services, and perform analytics.

We use a select number of third party cookies across our websites and services from trusted suppliers with demonstrable GDPR compliance. Third party cookies enable third party features or functionality to be provided on or through our websites and services, such as interactive content and analytics.

These are the cookies Xavier uses, on both it's marketing pages (xavier-analytics.com) and within the app (app.xavier-analytics.com):

Site	Cookie	Purpose	Description
xavier-analytics.com app.xavier-analytics.com	Google Analytics	Analytics	Helping us analyse how our users use our websites and services.

xavier-analytics.com app.xavier-analytics.com	Intercom: Intercom-id-[app_id] Intercom-session-[app_id]	Support & Communication	Third party cookies used by Intercom. Anonymous visitor identifier cookie applied upon visiting the site identifier for each unique browser session, refreshed on each subsequent login, allowing us to continue conversations with users even if they log out for up to 1 week.
app.xavier-analytics.com	XSRF-TOKEN spark_token xavier_prod_session	Application functionality	Xavier generates and uses these cookies to provide essential security and application functionality

You can accept or reject cookies by amending your web browser controls. If cookies are disabled, websites and services may not operate as intended.

You can manage cookie settings by following the browser's instructions, as follows:

- a) Google Chrome: <https://support.google.com/chrome/answer/95647>
- b) Microsoft Internet Explorer: <https://support.microsoft.com/en-nz/help/17442/windows-internet-explorer-delete-manage-cookies>
- c) Mozilla Firefox: <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- d) Safari: <https://support.apple.com/en-nz/guide/safari/manage-cookies-and-website-data-sfri11471/mac>

11. How Can I Access My Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

All subject access requests should be made in writing and sent to the email or postal addresses shown in Part 12.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within less than one month and, in any case, not more than one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up

to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

12. How Do I Contact You?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details for the attention of Helen Lloyd:

Email address: helen@xavier-analytics.com.

Telephone number: 07724319720.

Postal Address: 14 Greenway Farm, Bath Road, Wick, Bristol, BS30 5RL.

13. Changes to this GDPR Policy

We may change this GDPR Policy from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes will be made available on our website at <https://xavier-analytics.com/privacy-policy/>. This was last updated September 2019.