



Hypha Discovery data protection policy

On the 25th May 2018 the General Data Protection Regulation (GDPR) replaced the Data Protection Act. The law gives you greater control over the information organisations hold on you and how your data is used. These changes have prompted us to re-write our data protection policy to provide greater clarity about how, when, and why we collect information about you.

1. About Us

This Privacy Policy covers the use of your information by Hypha Discovery Limited in its capacity as a data Controller.

2. What information do we hold?

We will collect, process and store personal information about you which will include:

- your name and email address when you contact us for information or to subscribe to our newsletters on our website; and
- in relation to business contacts: organisation, name, address, email address, telephone number, links to and copies of publically available information and communications related to our business relationship with you.

Most of the information described above comes directly from you but we do obtain some from third parties, for example, personal information may be passed to us by customers who, as your employer, may have designated you as their contact person.

3. How and why do we use your personal information?

We will use your information for the purpose of legitimate interests being pursued by us in relation to the products and services we provide. For example, we will use your information to contact you to carry our obligations arising from any contracts entered between you and us, to discuss our services (and any changes to them); to respond to any questions you have raised; to deal with administrative matters such as contacting you for business purposes and any financial transactions.

We may also provide marketing information to you in relation to our services where you have given your consent, or because we are otherwise legally entitled to do so and it is in our legitimate interests to provide such information to you. If you do not wish to be contacted in this way, you can tell us by contacting us using the details set out at the end of the Privacy

Policy or using the “unsubscribe” option in newsletters sent to you. We will never share your data with third parties for other marketing purposes unless we have your express consent to do so.

We may also use your information in order to comply with any legal obligation that we have, in connection with any legal proceedings, or in order to establish, exercise or defend our legal rights.

Where we have relied on our legitimate interests to process your personal data, you may contact us to obtain more information on this.

4. Who do we share your information with?

Your information will be shared internally amongst selected staff who need this information in order to carry out their duties in line with the purposes set out above. We may need to share your personal information with others from time to time, including:

- our professional advisers, such as our accounting and legal advisers where they require information in order to provide advice to us;
- if another entity acquires us or our assets, your information may be disclosed to that entity as part of the due diligence process and, if the acquisition goes ahead, your information will be transferred to that entity; and
- our service providers, for example those who operate our email handling, or provide and support our management and data storage systems.

We will also disclose your personal information if we are required to do so by law or to a law enforcement agency.

5. Where is your information stored?

Your personal data will be stored locally by us and in a secure database, stored and backed up on servers located in the U.S. Our database provider is certified to ISO/IEC 27001 and is SOC 2 compliant with high standards of physical and network security. All data transmission are encrypted using TLS 1.2 protocols, using certificates issued by SHA 256 based CA. The latest and strong ciphers are used including AES_CBC/AES_GCM 256 bit/128 bit keys for encryption, SHA2 for message authentication and ECDHE_RSA as the key exchange mechanism.

The database provider participates in and has certified its compliance with the EU-U.S. Privacy Shield Framework, with respect to transfer of data to the U.S. The EU-U.S. Privacy Shield Framework was designed by the U.S. Department of Commerce and European Commission to provide companies on both sides of the Atlantic with a mechanism to comply with EU data protection requirements when transferring personal data from the European Union to the United States in support of transatlantic commerce. The Privacy Shield Framework provides a set of robust and enforceable protections for the personal data of EU individuals. The Framework provides transparency regarding how participating companies use personal data, strong U.S. government oversight, and increased cooperation with EU

data protection authorities (DPAs). The European Commission deemed the Privacy Shield Framework adequate to enable data transfers under EU law.

If you would like further information on the security of our database, you can contact us using the details set out at the end of this Privacy Policy.

6. How long will we keep your information?

We only keep your information for as long as is reasonably necessary for the purposes set out in this Privacy Policy and to fulfil our legal obligations.

We will securely erase your information if we decide that we no longer need it.

Your rights

You have the following rights regarding your information:

Rights	What does this mean?
1. Right to be informed	You have the right to be provided with clear, transparent and easily understandable information about how we use your information and your rights. This is why we are providing you with the information in this Privacy Policy.
2. Right of access	You have the right to obtain access to your information (if we are processing it), and other certain other information (similar to that provided in this Privacy Policy).
3. Right to rectification	You are entitled to have your information corrected if it is inaccurate or incomplete.
4. Right to erasure	This is also known as ‘the right to be forgotten’ and, in simple terms, enables you to request the deletion or removal of your information where there is no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.
5. Right to restrict processing	You have rights to ‘block’ or suppress further use of your information. When processing is restricted, we can still store your information, but may not use it further. We keep lists of people who have asked for further use of their information to be ‘blocked’ to make sure the restriction is respected in future.
6. Right to data portability	You have the right to obtain and reuse your personal data in a structured, commonly used and machine readable format in certain circumstances. In addition, where certain conditions apply, you have the right to have such information transferred directly to a third party.
7. Right to withdraw consent	If you have given your consent to anything we do with your personal data, you have the right to withdraw your consent at any time (although if you do so, it does not mean that anything we have done with your personal data with your consent up to that point is unlawful).

7. Right to object to processing

In addition to the above rights, you also have the right to object to certain types of processing, in certain circumstances. In particular, the right to object to the

processing of your personal data based on our legitimate interests grounds (including processing for direct marketing).

To exercise any of these rights at, any time, you can contact us at mail@hyphadiscovery.co.uk or *via* the unsubscribe feature in newsletters and related communications you receive from us.

8. Website and newsletter registration

If you register for the newsletters, you will need to provide your name, email address and association (e.g. company) and country plus any additional information voluntarily given. By registering for the newsletter, you consent to use of the information you have provided. Hypha Discovery Limited will use the information provided for the purposes of administering the newsletter service and for contacting you with any relevant information regarding our services and products. The information will be stored securely and will not be shared with third parties.

The website may contain links to and from websites of our strategic partner(s), conference providers or to related content and publications. These websites have their own privacy policies and we do not accept any responsibility or liability for their policies.

8.1 Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google, Inc. ('Google'). Google Analytics uses cookies (text files placed on your computer) to help the website operators analyse how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google.

8.2 Cookies

When you visit our website, we use cookies, which are small pieces of information that allow them to maintain your connection to the website. This website may use cookies for detecting what kind of device you have in order to present content in the best way, for display purposes and/or for other purposes. These cookies do not collect or store any personally identifiable information. You can refuse the use of cookies.

8.3 How to refuse the use of cookies

By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. You may refuse the use of cookies by selecting the appropriate settings in your browser.

9. Changes to this Privacy Policy

From time to time we may make changes to this Privacy Policy to ensure that it is accurate and up to date and to reflect any changes in the law. This policy was last updated on 24 May 2018. Any changes we may make to our Policy in the future will be posted to this page on our website.

10. Contacting us and making a complaint

Please contact us if you have any questions or complaints about this Privacy Policy or about how we handle your information by emailing mail@hyphadiscovery.co.uk or in writing to Hypha Discovery Limited, 957 Buckingham Avenue, Slough, SL1 4NL, United Kingdom.