

# Privacy Notice

Last Updated: 16 September 2024

## Who are we?

We are LIVEY Technologies, providers of a suite of patented products like LIVEYfy and others, which leverage decades of research into the effects of sound on the brain, prioritising focus, productivity, and wellness for all, including voice isolation software and headsets. At LIVEY, we collect a variety of information about people we interact with as part of our business and may use such information in different ways. We are committed to ensuring that your personal data is protected and never misused.

When we refer to **“LIVEY”**, **“us”**, **“we”** or **“our”**, we mean the LIVEY Technologies a company who is responsible for personal data collected about you in the United States (‘USA’): LIVEY TECHNOLOGIES LLC as explained in more detail in the ‘*Who is the data controller?*’ section below.

## Why are you reading this?

This privacy notice describes how we protect personal data and respect privacy in accordance with data protection laws, including the USA General Data Protection Regulation, the Privacy and Electronic Communications Regulations (**“PECR”**) and the Data Protection Act 2018 (collectively the **“Data Protection Laws”**).

## Does it apply to you?

This privacy notice applies to you if: (i) you use any of our services or products (including LIVEYfy, LIVEY headsets or webcams, (ii) you visit our website (<https://www.liveyfy.com> or [www.liveytech.com](https://www.liveytech.com)) (the **“Websites”**); (iii) if you attend, or register to attend any of our events; (iv) if you register interest in documents available for download on our Website (such as specs sheets); and (iv) if you or your employer has a business relationship with LIVEY. Please take a moment to read it!

Sometimes you provide us with personal data, sometimes personal data about you is collected automatically, and sometimes we collect it from third parties.

This privacy notice does not apply to any third-party applications or software that integrate with our products or services, or any other third-party products, services or businesses who will provide their services under their own terms of service and privacy notice.

## What personal data do we collect?

<b>Users of LIVEYfy and LIVEY, in each case, purchased directly from LIVEY Technologies</b>	
<b>Identity data</b>	Name.
<b>Contact data</b>	Email address, address.
<b>Financial data</b>	Billing details, including credit/debit card details and billing address.
<b>Marketing and communications data</b>	Your marketing preferences.
<b>Warranty data</b>	Product purchased and information in relation to the warranty claim.
<b>Usage data</b>	Use or installation of the product purchased, versions downloaded, debugging data, licence status information and other usage information, including volume of files processed.
<b>Other data</b>	Any extra information you choose to provide or tell us.

<b>Users of LIVEYfy, purchased directly from LIVEY</b>	
<b>All data as outlined in respect of users of LIVEYfy and LIVEY Technologies outlined above.</b>	
<b>Content and</b>	The content and metadata of the files you upload to LIVEY

<b>metadata data</b>	LIVEYfy, Such content also contains file name, size and file type.
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<b>Users of LIVEYfy where access is given to you by your employer</b>	
<b>Identity data</b>	Name.
<b>Contact data</b>	Business email address.
<b>Usage data</b>	Use or installation of the product purchased, versions downloaded, debugging data, licence status information and other usage information, including volume of files processed.
<b>Other data</b>	Any extra information you choose to provide or tell us.

<b>Users of LIVEYfy for Server Implementation; Users of Applications developed using the ILIVEYfy for Server Implementation</b>	
<b>Usage Data</b>	Use or installation of the SDK, versions downloaded, debugging data, licence status information, and other usage information, including volume of users (if applicable).
<b>Other data</b>	Any extra information you choose to provide or tell us.

<b>Website and Dashboard users (including LIVEYfy users and LIVEY users)</b>	
<b>Device and web data</b>	Your IP address, browser types, browser language, operating system, statistics on page visited, the state or country from which you accessed the website, software and hardware attributes (including device IDs), referring and exit pages and URLs, platform type, the number of clicks, files you download, domain names, landing pages, pages viewed and the order of those pages, the amount of time spent on particular pages, the terms you use in

	searches on our sites, the date and time you used the website and upload or post content, error logs, and other similar information.
<b>'Contact us' data</b>	Any information you provide when you contact us through our website, which may include name, email address and details of your query.

**Event attendees, individuals who register for events and individuals who register interest in documents available for download on our Website**

<b>Identity data</b>	Name.
<b>Contact data</b>	Email address.
<b>Marketing and communications data</b>	Your marketing preferences.
<b>Other data</b>	Any extra information you choose to provide or tell us.

**Individuals with whom we have a business relationship**

<b>Contact and work details data</b>	Your name, job title, work contact details, such as your work email address and work telephone number.
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## Why do we process your personal data?

Data Protection Laws require that we only use your data for purposes that we tell you about and where we have a legal basis to do so. Here are the purposes and legal bases for which we process the personal data talked about above:

<b>Personal Data Processed</b>	<b>Purpose(s)</b>	<b>Legal Basis</b>
<b>Identity data</b>	To offer and provide our services and products to you.	Legitimate interests (provision of LIVEY'

		products); Contract
<b>Contact data</b>	To communicate with you about our products, dispatch and track information (where applicable).	Legitimate interests (provision of LIVEY' products); Contract
<b>Financial data</b>	To complete a purchase that you have requested, including invoicing and accounting. Please note that if you do not provide us with this data, we will not be able to complete your purchase.	Legitimate interests (to administer our business); Contract
<b>Marketing and communications data</b>	To send you marketing or promotional information.	Consent; Legitimate interests (to send marketing communications to customers or potential customers)
<b>Warranty data</b>	To provide you with our warranty Products (where applicable).	Legitimate interests (provision of LIVEY' products and services); Contract
<b>Device and web data</b>	To improve the websites and our products; engage in analysis, research and reports regarding use of our website and products.	Legitimate interests (improving LIVEY' website and products)
<b>Usage Data</b>	To provide you with the applicable product, monitor its use and for analytics purposes to improve the	Legitimate interests (provision of LIVEY'

	product; to provide you or your employer with accurate billing information where LIVEYfy' products are being charged on a consumption basis.	products and services); Contract
<b>Content and metadata data</b>	To provide you with our LIVEYfy	Contract; Legitimate interests (provision of LIVEY' products and services)
<b>'Contact us' data</b>	To provide customer support and deal with any queries you may have.	Legitimate interests (to administer our business); Contract
<b>Contact and work details data</b>	To manage the contract or business relationship we have with either you or your employer.	Legitimate interests (to manage our contracts and business relationships)

Furthermore, we will process your personal data for the following purposes: (i) to comply with our legal obligations; and (ii) to establish, exercise or defend our legal rights where it is necessary for our legitimate interests or the legitimate interests of others.

**More information on what these legal bases mean:**

- **Contract:** Processing your personal data is necessary for a contract you have with us, or because we have asked you to take specific steps before entering into the contract, e.g. we need your personal details (contact details, billing information) in order to process your subscription for use of our products and services.
- **Legitimate interests:** Processing your personal data is necessary for our legitimate interests, provided that those interests are not outweighed by your rights and interests. Our legitimate interests are listed above.

- **Consent:** We may ask for your consent to process your personal details in certain circumstances, e.g. we ask for your consent to use personal data for marketing purposes.

You have the right to withdraw your consent at any time. Further details can be found in the '*Direct Marketing*' and '*What are Your Rights?*' sections below.

- **Legal obligations:** Processing your data is necessary for us to carry out our obligations under applicable law e.g. to comply with our record-keeping requirements.

## **Who is the Controller?**

The LIVEY TECHNOLOGIES company primarily responsible for your personal data, what we collect about you, why we collect it, how we use it legally and for how long we keep it for will depend on the context of your relationship with LIVEY. We have included relevant details below.

- LIVEY processes your personal data in the context of your relationship with us as the providers of any of the LIVEY products and services, or in relation to any research papers, events or other activities linked to these products and services.
- LIVEYfy processes your personal data in the context of your relationship with us as the providers of LIVEY' headsets and any activities linked to LIVEY' headsets.

## **Direct Marketing**

Where required under relevant Data Protection Laws, we will obtain your opt-in consent before sending you marketing messages, unless we are permitted to contact you without your opt-in consent in relation to goods and services which are similar to those which you have already purchased, used or interacted with. We often seek your consent to use your personal data for any marketing purposes.

In relation to marketing messages, you may opt out at any time if you no longer wish to receive these messages from us, by following the unsubscribe link included in our marketing material.

## Who will have access to your personal data?

Sometimes it is necessary for us to share your personal data with third parties. Your personal data is shared only when we consider it to be necessary and according to the safeguards, and for the purposes, detailed in this privacy notice.

- **Third party service providers:** We share your personal data with third parties that we rely upon to perform a variety of services on our behalf that help us to offer and improve our products and services (such as hosting providers), organisations that provide us with technical support services, professional advisers and payment system operators.
- **Our group companies:** We will share personal data in certain circumstances with our partners.
- **Regulators or other authorities:** We will share your personal data where we are legally required to do so or where we think this is required and we are permitted to do so, for example to respond to a request for cooperation from a relevant authority.
- **Other third parties to protect us:** We may share your personal data as required in order to help prevent fraud or to protect or enforce LIVEY' rights.
- **Other parties as part of a corporate transaction:** If it is proposed that LIVEY is to merge with or be acquired by another business in the future, we may share your personal data with potential purchasers, where this is necessary, or the new owners of the business or company.

We aim to ensure that the level of security and the measures adopted to protect your personal data are appropriate for the risks presented by the nature and use of your personal data. We follow recognized industry practices for protecting our IT environment and physical facilities.

**LIVEYfy:** Processing of personal data in the context of the LIVEYfy product takes place on your device in real time, and none of that personal data is stored on LIVEY servers (hosted by Amazon).

**LIVEYfy:** Where you upload a file onto LIVEYfy, such file is stored on LIVEYfy (hosted by Amazon).

## Overseas transfers of personal data



We may engage an overseas service provider to provide services to us, such as cloud-based storage solutions, where personal data may be processed on servers located outside of the UK. Our servers are hosted by Amazon and data is located in the USA, India, Singapore, Phillipines etc .

Where we transfer your personal data outside of the USA we ensure a similar degree of protection is afforded to your personal data as in the USA. We do this by sending your data to countries that the USA has deemed to provide essentially equivalent protection or by entering into USA approved standard contractual clauses with the relevant party.

## **How do we protect your personal data?**

We take steps to make sure that we have in place technical and organisational measures in order to protect your personal data from being damaged, changed, lost, used in the wrong way, or accessed by people who do not have permission.

However please remember that you provide personal data at your own risk: unfortunately, no data transmission is guaranteed to be 100% secure.

We follow recognised industry practices for protecting our IT environment and physical facilities. We further protect personal data by restricting access to your personal data to only those who need access to the personal data to do their job. Physical, electronic and managerial procedures have been employed to safeguard the security and integrity of your personal data.

## **How long do we keep your personal data?**

We may retain information as required or permitted by applicable laws and regulations, including to honor your choices, for our billing or records purposes and to fulfil the purposes described in this privacy notice. Specifically, we retain information for our legitimate interests and essential business purposes, such as operating, maintaining and improving our services; complying with our legal obligations; and exercising our legal rights and remedies, including enforcing our terms of use.

We will then destroy or anonymise the data. Anonymised data is not personal data.

## **What are your rights?**

As a data subject, you have various rights in relation to the personal data we hold about you. Some of these rights may not always apply, as there are sometimes requirements and exemptions which may mean we need to keep processing the personal data or not disclose it, or other times when the rights may not apply at all. We will always tell you if we think we do not have to comply.

- **Right to object to processing of your personal data:** You can object to us using your personal data if we are using it for the purpose of our legitimate interests, including where we are using it for direct marketing purposes;
- **Right of access to your personal data:** You have the right to obtain a copy of your personal data from us and obtain any other supplementary information from us;
- **Right to correct any mistakes in your personal data:** You have the right to request that we correct any inaccurate or incomplete personal data we hold about you;
- **Right to restrict our processing:** You have the right to restrict our processing of your personal data in certain circumstances. This means that you may be able to limit the way that we use your personal data;
- **Right to have your personal data ported to another controller:** We will give you a copy of your personal data so that you can provide it to another service. If you ask us and it is technically possible, we will transfer the data directly to the other service for you;
- **Right to be 'forgotten' by us:** You can do this by asking us to erase any personal data we hold about you in certain circumstances, including if it is no longer necessary for us to hold that personal data;
- **Right to withdraw consent:** Where we are processing your personal data based on your consent, you have the right to withdraw your consent at any time.

Rights in relation to automated decision making do not apply as we do not carry out any automated decision making.

To exercise your rights, contact us using the details given in the 'Contact Us' section below.

## **Cookies**

We use cookies on this website. If you disable or refuse cookies, please note that some parts of this website may become inaccessible or not function properly. We explain our use of cookies further in our cookies policy.

## **How to contact us**

If you have any questions, concerns or complaints about this privacy notice or how we handle your personal data, or to exercise any of your rights detailed above, please contact our data protection team at [contact@liveytech.com](mailto:contact@liveytech.com)  
Please contact us if there have been any updates to the information we hold about you.