

# Brolly Terms and Conditions

Please read these Terms and Conditions ("Terms", "Terms and Conditions") carefully before using the Brolly mobile application (the "Service") operated by Brolly UK Technology Limited ("Brolly", "us", "we", or "our").

Your access to and use of the Service is conditioned on your acceptance of and compliance with these Terms. These Terms apply to all visitors, users and others who access or use the Service.

By accessing or using the Service you agree to be bound by these Terms. If you disagree with any part of the terms then you may not access the Service.

## Privacy Policy

We provide the services and content available on the Service, and are committed to protecting and respecting your privacy.

This policy (together with our terms of use and any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us will be processed by us.

Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. For the purpose of the Data Protection Act 1998 ("the Act"), the data controller is by Brolly UK Technology Limited of 125 Charing Cross Road, Soho, London WC2H 0EW.

### 1. Information we may collect from you

We may collect and process the following data about you:

- Information that you provide by filling in forms on our services. This includes information provided at the time of registering to use our services, subscribing to our service, posting material or requesting further services. We may also ask you for information if (for example) you enter a competition or promotion sponsored or managed by us, or if you report a problem with our services.
- Information that you provide by using our services. This includes, but is not limited to, 'following' other users, viewing, 'liking' or voting on content and mouse, keyboard, touch-screen inputs or other input type whether or not it appears to have been submitted.
- Private information that you grant us permission to collect, and public information, from third party websites such as, but not limited to, Facebook, Google and Twitter. The first time we request access to private information from a third party website, that website will ask your permission to allow us to access the private information. Once you have permitted us access to a type of information from a third party website, your permission will not necessarily be requested again each time we access that same type of information. You have the right to revoke access through these services via your associated accounts with those services.
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete surveys that we use for research purposes, although you do not have to respond to them.
- Details of any transactions you carry out through our services and of the fulfilment of your orders.

- Details of your visits to our services including, but not limited to, traffic data, location data, weblogs and other communication data.

## **2. IP addresses and cookies**

- We may collect information about your computer, including where available your IP address, operating system and browser type, for system administration, to optimise the quality of our services and to report aggregate information to our partners and advertisers.
- For the same reason, we may obtain information about your general internet usage by using a cookie file which is stored on the hard drive of your computer. A cookie is a text-only string of data that is entered into the cookie file or 'memory' of the browser on your computer. It will typically contain the name of the domain from which the cookie has come, the 'lifetime' of the cookie, and a value, usually a randomly generated unique number. Cookies help us to improve our services and to deliver a better and more personalised service. They enable us:
  - to estimate our audience size and usage pattern;
  - to store information about your preferences, and so allow us to customise our services according to your individual interests;
  - to speed up your searches; and
  - to recognise you when you return to our services.
- In addition to cookie files, we may also use HTML 5 client side storage, Adobe Flash local shared objects and other methods for identifying and personalising our services.
- All browser technologies enable you to manage the cookies in the cookie folder of your browser. This means that you can either delete cookies from your cookie folder once you have finished your visit at our services or you can set your preferences with regard to the use of cookies before you begin surfing our website. Please note that deleting or rejecting cookies may affect your user experience of our website - for example you may be asked to re-enter some information e.g. your name and password to use some pages.
- Advertisements on our services may be provided by another organisation. Our advertising partners may serve ads that they believe are most likely to be of interest to you, based on information about your visit to this and other websites (this information is anonymous in that it does not include your name, street address, e-mail address or telephone number). In order to do this, our advertising partner may need to place a cookie on your computer. For more information about this type of online behavioural advertising, about cookies, and about how to turn this feature off, please visit [www.youronlinechoices.com](http://www.youronlinechoices.com).

## **3. Where we store your personal data**

- The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff operating outside the EEA who work for us or for one of our suppliers. Such staff maybe engaged in, among other things, the fulfilment of any order for goods or services, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.
- All information you provide to us is stored on our secure servers. All data transfer will also be encrypted using SSL technology. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our services, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

- Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our services; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

#### **4. Uses made of the information**

- We use information held about you in the following ways:
- to ensure that content from our services are presented in the most effective manner for you and for your computer;
- to provide you with information, products or services that you request from us or which we feel may interest you, where you have consented to be contacted for such purposes;
- to carry out our obligations arising from any contracts entered into between you and us;
- to allow you to participate in interactive features of our service, when you choose to do so;
- to publish content and data about you and your use of our services to your profile on our services; and
- to notify you about changes to our services.
- We may also use your data, or permit selected third parties to use your data, to provide you with information about goods and services which may be of interest to you and we or they may contact you about these by email or telephone.
- Where your data is used to provide you with information about goods and services which may be of interest to you, we (or the selected third party) will contact you by electronic means only if you have consented to this by ticking the relevant box situated on the user settings page.
- We do not disclose information about identifiable individuals to our advertisers, but we may provide them with aggregate information about our users (for example, we may inform them that 500 men aged under 40 have clicked on their advertisement on any given day). We may also use such aggregate information to help advertisers reach the kind of audience they want to target (for example, women in France). We may make use of the personal data we have collected from you to enable us to comply with our advertisers' wishes by displaying their advertisement to that target audience.

#### **5. Disclosure of your information**

- We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 736 of the UK Companies Act 1985.
- We may disclose your personal information to third parties:
- in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets;
- if Brolly UK Technology Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets; and/or
- if we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of use and other agreements; or to protect the rights, property, or safety of Brolly Technology Limited, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

#### **6. Your rights**

- You have the right to ask us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by checking the relevant boxes on the user settings page (if such settings are available), and otherwise you can also exercise the right at any time by contacting us at [privacy@heybrolly.com](mailto:privacy@heybrolly.com).
- Our services may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

## **7. Visitors under the Age of 16**

- We do not intentionally collect personally identifiable information online about children under 16 since our services are not directed at children. Any users under 16 must get approval from a parent/guardian prior to submitting information. Users without consent are not allowed to provide us with information.

## **8. Access to information**

- The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. If you would like a copy of some or all of your personal information please email us at [privacy@heybrolly.com](mailto:privacy@heybrolly.com). Any access request may be subject to a fee to meet our costs in providing you with details of the information we hold about you.

## **9. Changes to our privacy policy**

- Due to the rapidly evolving technologies and capabilities of both our services and the internet at large, we may need to change our privacy policy over time.
- We may revise these terms of use at any time for security, legal, best practice or regulatory reasons by amending this page.
- You are expected to check these terms from time to time to take notice of any changes we have made, as they are binding on you, however data taken before any changes will not be affected without your individual permission.

Questions, comments and requests regarding these Terms are welcomed, and should be addressed to [privacy@heybrolly.com](mailto:privacy@heybrolly.com).