

Effective Date: March 18, 2024

Welcome to LegalLinkAI!

Privacy Policy

At LegalLinkAI, we are committed to safeguarding your privacy. This Privacy Policy outlines how we collect, use, and protect your information when you use our services. It also explains your rights regarding your privacy and how the law protects you.

Interpretation and Definitions

The capitalised terms within this document carry defined meanings under the outlined conditions. These definitions retain their significance regardless of whether they are presented in singular or plural form.

For the purposes of this Privacy Policy:

- **"Account"** refers to the unique account created for You to access our Services.
- **"Company," "We," "Us," or "Our"** refers to LegalLinkAI Ltd, located at 13 Woodpecker Close, Nottingham, NG2 7YX, United Kingdom. Under the General Data Protection Regulation (GDPR), LegalLinkAI Ltd is the Data Controller.
- **"Cookies"** are tiny files placed on Your Device, whether it be a computer, mobile device, or any other device, by a website. These files contain information about Your browsing history on that website, among other purposes.
- **"Country"** refers to the United Kingdom.
- **"Data Controller"**, for GDPR (General Data Protection Regulation) compliance, refers to Our Company as the entity legally responsible for determining, either alone or in conjunction with others, the objectives and methods of processing Personal Data.
- **"Device"** means any device that can access the Service such as a computer, a mobile phone or a digital tablet.
- **"Personal Data"** refers to any data concerning an identified or identifiable individual. As outlined in the GDPR, "Personal Data" encompasses information pertaining to You, including but not limited to a name, an identification number, location data, online identifier, or factors specific to physical, physiological, genetic, mental, economic, cultural, or social identity.
- **"Service"** refers to our platform, LegalLinkAI.
- **"Service Provider"** refers to any natural or legal entity tasked with processing data on behalf of the Company. This encompasses third-party entities or individuals engaged by the Company to facilitate the Service, deliver the Service on behalf of the Company, carry out services associated with the Service, or aid the Company in analysing Service usage. In the context of the GDPR, Service Providers are classified as Data Processors.
- **"Usage Data"** pertains to information gathered automatically, either produced through utilisation of the Service or originating from the Service infrastructure itself (such as the duration of a page visit).
- **"Website"** refers to LegalLinkAI, accessible from <https://www.legallinkai.co.uk/>.

- **"You"** refers to the individual utilising the Service, or the corporation, or any other legal entity on whose behalf said individual is utilising the Service, as appropriate. In accordance with GDPR (General Data Protection Regulation), "You" may be designated as the Data Subject or as the User, given that you are the individual utilising the Service.

Types of Data Collected

Personal Data

During your use of Our Service, it may be necessary for Us to request certain personally identifiable information from You, which could be used to contact or identify You. This information may encompass, but is not confined to:

- Email address
- First name and last name
- Usage Data

Usage Data Collection

We automatically collect Usage Data when you use the Service.

This Usage Data may include details such as your Device's Internet Protocol (IP) address, browser type, browser version, the specific pages of our Service that you visit, the date and time of your visit, the duration of time spent on those pages, unique device identifiers, and other diagnostic data.

When you access the Service via a mobile device, we may automatically gather certain information, including, but not limited to, the type of mobile device you are using, your mobile device's unique ID, your mobile device's IP address, your mobile operating system, the type of mobile internet browser you use, unique device identifiers, and other diagnostic data.

Additionally, we may collect information that your browser sends whenever you visit our Service, or when you access the Service through a mobile device.

Cookie and Tracking Technology Usage Notice

This section outlines the methods by which We utilise Cookies and similar tracking technologies to monitor activity on Our Service and retain specific information. We employ various tracking technologies such as beacons, tags, and scripts to gather and monitor data with the aim of enhancing and analysing Our Service.

The technologies utilised by Us may encompass:

Cookies or Browser Cookies: A cookie is a small file positioned on Your Device. You retain the option to command Your browser to either refuse all Cookies or to notify You when a Cookie is being dispatched. However, failure to accept Cookies may result in certain sections of our Service being inaccessible to You. Unless You have configured Your browser settings to reject Cookies, our Service may employ Cookies.

Web Beacons: Particular segments of our Service and our electronic communications may feature small electronic files identified as web beacons (also termed clear gifs, pixel tags, and single-pixel gifs) that enable the Company, for instance, to tally users who have visited those pages or accessed an email, as well as for other pertinent website statistics (e.g., tracking the popularity of a particular section and confirming system and server integrity).

Use of Your Personal Data

We utilise Personal Data for the following objectives:

- **Service Provision:** This involves maintaining and monitoring the usage of our Service.
- **Account Management:** Managing Your Account includes registration and providing access to different functionalities available to registered users.
- **Contract Performance:** Personal Data may be used for executing purchase contracts or other agreements made through the Service.
- **Communication:** We may contact You via email, telephone calls, SMS, or other electronic means for updates, informative communications, or security-related matters.
- **Marketing:** Providing news, special offers, and information about goods, services, and events similar to those You have interacted with, unless You opt out.
- **Request Management:** Attending to and managing Your requests made to Us.
- **Business Transfers:** Personal Data may be used during business transfers, including mergers, sales, or transfers of assets, ensuring continuity or as part of legal proceedings.
- **Other Purposes:** Your information may also be used for data analysis, trend identification, assessing promotional campaign effectiveness, and enhancing our Service and offerings.

Your personal information may be shared in the following scenarios:

- **With Service Providers:** Personal information may be shared with Service Providers for purposes such as usage analysis, payment processing, and contacting You.
- **During Business Transfers:** In cases of mergers, asset sales, financing, or acquisitions, Your personal information may be shared or transferred.
- **With Affiliates:** We may share Your information with affiliated entities, subject to this Privacy Policy.
- **With Business Partners:** Information may be shared with business partners to offer specific products, services, or promotions.
- **With Other Users:** Information shared or interacted with publicly may be viewed by all users.
- **With Your Consent:** Your personal information may be disclosed for any other purpose with Your explicit consent.

Retention of Your Personal Data

The Company shall keep Your Personal Data only for the duration required for the purposes outlined in this Privacy Policy. We will maintain and utilise Your Personal Data as needed to fulfil our legal obligations (for instance, if we're mandated to retain your data to adhere to relevant laws), settle disputes, and uphold our legal agreements and policies.

Additionally, The Company shall retain Usage Data for internal analysis objectives. Usage Data is typically kept for a shorter duration, unless its utilised to enhance the security or functionality of Our Service, or unless We are legally bound to keep this data for extended periods.

Notice of Data Processing and Transfer

This document outlines the processing and transfer of your information, including Personal Data, by the Company. Your information is processed at the Company's operational offices and any other locations where processing parties are situated. This means that such information may be transferred to and stored on computers located outside of your state, province, country, or other governmental jurisdiction, where data protection laws may vary from those in your jurisdiction.

Your consent to this Privacy Policy, followed by your submission of such information, signifies your agreement to such transfer. The Company will take all reasonable steps to ensure that your data is treated securely and in compliance with this Privacy Policy. No transfer of your Personal

Data will occur to any organisation or country unless adequate controls are in place, including security measures for your data and other personal information.

Disclosure of Your Personal Data

Business Transactions: In the event of a merger, acquisition, or asset sale involving the Company, Your Personal Data may be transferred. Prior to such transfer, We will notify You, and Your Personal Data will remain subject to the terms of this Privacy Policy.

Law Enforcement: In certain circumstances, the Company may be compelled to disclose Your Personal Data as required by law or in response to valid requests from public authorities, such as a court or government agency.

Other Legal Requirements: The Company may disclose Your Personal Data in good faith if deemed necessary to:

- Fulfil a legal obligation
- Safeguard and defend the rights or property of the Company
- Prevent or investigate potential misconduct related to the Service
- Ensure the personal safety of Service Users or the general public
- Safeguard against legal liability

Security of Your Personal Data

Ensuring the security of Your Personal Data is a priority for Us. However, it's essential to understand that no method of transmission over the Internet or electronic storage is entirely foolproof. Although We make every effort to employ commercially reasonable methods to safeguard Your Personal Data, We cannot assure its absolute security.

GDPR Privacy

Legal Basis for Processing Personal Data under GDPR

- **Consent:** We may process Personal Data when You have provided Your consent for one or more specific purposes.
- **Performance of a Contract:** Provision of Personal Data may be necessary for fulfilling an agreement with You and/or for any pre-contractual obligations thereof.
- **Legal Obligations:** Processing Personal Data may be necessary to comply with a legal obligation to which the Company is subject.
- **Vital Interests:** Processing Personal Data may be necessary to protect Your vital interests or those of another natural person.
- **Public Interests:** Processing Personal Data may be related to a task carried out in the public interest or in the exercise of official authority vested in the Company.
- **Legitimate Interests:** Processing Personal Data may be necessary for the legitimate interests pursued by the Company.

In any instance, the Company is committed to clarifying the specific legal basis applicable to the processing, particularly whether the provision of Personal Data is a statutory or contractual requirement, or a necessity to enter into a contract.

Your Rights under the GDPR

We, as the Company, commit to upholding the confidentiality of Your Personal Data and ensuring that You can exercise Your rights.

As outlined in this Privacy Policy, and in compliance with applicable law, especially if You are located within the EU, You have the following rights:

- **Access Your Personal Data:** You have the right to access, update, or delete the information We hold about You. Where feasible, You can directly access, update, or request deletion of Your Personal Data through Your account settings. If You encounter difficulties in performing these actions, please contact Us for assistance. This also entitles You to receive a copy of the Personal Data We possess about You.
- **Correct Your Personal Data:** You are entitled to have any incomplete or inaccurate information We hold about You rectified.
- **Object to Processing of Your Personal Data:** You have the right to object to Our processing of Your Personal Data if We rely on legitimate interests as the legal basis for processing, and if there are circumstances specific to You that warrant such objection. Additionally, You have the right to object if We process Your Personal Data for direct marketing purposes.
- **Request Erasure of Your Personal Data:** You can request the deletion or removal of Your Personal Data when there is no legitimate reason for Us to continue processing it.
- **Request Transfer of Your Personal Data:** We will furnish You, or a third party of Your choice, with Your Personal Data in a structured, commonly used, machine-readable format. Please note that this right only applies to automated information for which You initially provided consent or where We utilised the information to fulfil a contract with You.
- **Withdraw Your Consent:** You have the right to withdraw Your consent regarding the use of Your Personal Data. However, please note that if You withdraw Your consent, We may not be able to provide You with access to certain functionalities of the Service.

Exercising of Your GDPR Data Protection Rights

You have the right to exercise Your rights of access, rectification, erasure, and objection by contacting Us. Please be advised that We may request You to confirm Your identity before addressing such requests. Upon making a request, We will endeavour to respond to You promptly.

Furthermore, You retain the right to lodge a complaint with a Data Protection Authority concerning Our collection and utilisation of Your Personal Data. For further details, particularly if You reside in the European Economic Area (EEA), please reach out to Your local data protection authority within the EEA.

Children's Privacy

Our Service is not intended for individuals under the age of 13. We do not intentionally gather personally identifiable information from individuals under the age of 13. If You are a parent or guardian and You become aware that Your child has provided Us with Personal Data, please reach out to Us. If We discover that We have obtained Personal Data from someone under the age of 13 without verified parental consent, We will take measures to delete that data from Our systems.

In instances where We need to rely on consent as the legal basis for processing Your information and Your country mandates consent from a parent, We may necessitate consent from Your parent before collecting and utilising that information.

Links to Third-Party Websites

Our services may contain links to third-party websites. We are not responsible for the privacy practices or content of these websites and encourage you to review their Privacy Policies.

Changes to This Privacy Policy

We may update this Privacy Policy periodically. We will notify you of any changes by posting the updated policy on our website and updating the effective date.

Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at legal@legal-link.ai.

Thank you for entrusting us with your privacy.