

PRIVACY POLICY

Brandsure Ltd ("we" or "us") are committed to protecting and respecting your privacy.

1. SCOPE OF POLICY

1.1 This policy together with the General Terms of Service and our Business Terms of Service and our Business Terms (as applicable) apply to your use of our website at brandsure.co or any mirrored or redirected sites (the "Sites")

1.2 This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed and used by us.

Controller

We are the data controller responsible for your personal data.

So that we're clear and there's no misunderstanding about how we handle your personal data, we will:

Always keep your data safe and private.

Never sell your data.

2. INFORMATION WE COLLECT ABOUT YOU

2.1 We will collect and process the following data about you:

Information you give us "Submitted Information": This is information you give us about you by filling in forms on the Sites, or by corresponding with us (for example, by e-mail or via the contact pages of the Sites). It includes information you provide when you order a service from us. If you contact us, we will keep a record of that correspondence. The information you give us may include your name, address, e-mail address and phone number.

b) Information to help us deliver our service to you. We work closely with third parties in order to help us deliver our Service to you. These third parties are only used for cloud computing, billing and email services.

3. USES MADE OF THE INFORMATION

3.1 Below is a summary of the key types of data that we make use of as part of the Services. For more information on how these types of data are used and for which purposes then please see the table below.

We use information held about you in the following ways:

(a) Submitted Information: We will use this information: To provide you with the information, products and services that you request from us;

4. PURPOSES FOR WHICH WE WILL USE YOUR PERSONAL DATA

4.1 We have set out below a description of all the ways we use your personal data as stated above, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

To provide the Brandsure Services:

What we use your information for - To file or maintain intellectual property for our clients, as requested or instructed by them.

Type of Information - Submitted Information

Our reasons - Fulfilling contracts; our legitimate interests; our legal obligations; being efficient about how we fulfil our legal and contractual duties.

Our legitimate interests - Our commercial interest in providing you with a good service.

To keep the Brandsure Services up and running:

What we use your information for - To administer our Site for internal operations,

Type of Information - Submitted Information

Our reasons - Fulfilling contracts; our legitimate interests; our legal obligation; being efficient about how we fulfil our legal and contractual duties.; complying with regulations that apply to us.

What we mean by:

Legitimate Interest: this means the interest of ours as a business in conducting and managing Brandsure to enable us to provide to you the Brandsure Services and offer the most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law).

Fulfilling a Contract: this means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Our Legal Obligation: this means processing your personal data where it is necessary for compliance with a legal or regulatory obligation that we are subject to.

5. MARKETING

5.1 We do not engage in any direct marketing with our clients, nor do we share clients' details with any third parties, other than for the purposes of performing the Services as requested by you.

6. DISCLOSURE OF YOUR INFORMATION

DATA PROCESSING PARTNERS

6.1 We will disclose the data we collect from you to certain third parties who use personal data in delivering their services to us, they use data securely and confidentially and under strict contractual controls in accordance with data protection laws and enforced by IP Lab.

6.2 We send personal data to the following sets of data processors in order to perform the IP Lab Services:

- a) Cloud storage providers This is in order to safely and securely store your data with IP Lab;
- b) Billing software providers
- c) Credit card processors

7. STORAGE SECURITY & INTERNATIONAL TRANSFERS

7.1 The data that we collect from you will be transferred to, and stored at, a destination inside the European Economic Area (EEA). As we provide an international service your data may be processed outside of the EEA in order for us to fulfil our contract with you to provide the Brandsure Services. We will need to process your personal data in order for us, for example, to action a request made by you to apply for a trade mark in a foreign jurisdiction, process your payment details and provide ongoing support services. We will take all steps to ensure that your data is treated securely and in accordance with this privacy policy.

7.2 Any payment transactions carried out by us or our chosen third-party provider of payment processing services will be encrypted using Secured Sockets Layer technology or a secure virtual private network.

7.3 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 through our Sites; 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.

8. RETAINING YOUR INFORMATION

8.1 In order to not hold your information for longer than is strictly necessary we will not hold any of your personal data for more than 6 years after the termination of our business relationship.

9. YOUR LEGAL RIGHTS

9.1 You have rights under data protection laws in relation to your personal data. Please see below to find out more about these rights:

You have the right to:

Request access to your personal data (commonly known as a "data subject access request"). This enables you to receive a copy of the personal data we hold about you.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law.

Object to processing of your personal data. This is in situations where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms.

WHAT WE MAY NEED FROM YOU

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

TIME LIMIT TO RESPOND

We try to respond to all legitimate requests within one month. Occasionally it may take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

IF YOU FAIL TO PROVIDE PERSONAL DATA

Where we need to collect personal data by law, or under the terms of a contract we have with you and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (including the Services). In this case, we may have to cancel your use of the Services but we will notify you if this is the case at the time.

10. CHANGES TO PRIVACY POLICY

10.1 Any changes we may make to our privacy policy in the future will be posted on this page

11. CONTACT

11.1 All questions relating to data and your privacy are welcomed and should be addressed to ip@brandsure.co