

Icepack Website Privacy Policy

1 Introduction

- 1.1 Icepack Limited (**Icepack/we/us/our**) committed to safeguarding the privacy of our customers and users (**you/your**). This privacy policy (**Privacy Policy**) sets out our personal data collection and sharing practices for our website, available at icepack.ai (**Website**) and is intended to inform you of the ways in which the Website collects personal data, the uses of that personal data and the ways in which we will share any personal data you choose to provide to us.
- 1.2 Further notices highlighting certain uses we wish to make of your personal data together with the ability to opt in or out of selected uses may also be provided when we collect personal data from you.
- 1.3 The Website may contain links to other third party websites. If you follow a link to any of those third party websites, please note that they have their own privacy policies and that we do not accept any responsibility or liability for their policies or processing of your personal data. Please check these policies before you submit any personal data to those third party websites.
- 1.4 This Privacy Policy is intended to explain our privacy practices and covers the following areas:
 - (1) What personal data we may collect or handle
 - (2) How we may use your personal data
 - (3) How we protect your personal data
 - (4) Contacting us & your rights to prevent marketing and to access and update your personal data
 - (5) Our Cookies Policy
 - (6) How changes to this Privacy Policy and the Cookies Policy will be made

2 Information we may collect about you

- 2.1 We will collect and process all or some of the following personal data about you:
 - (1) Information you provide to us ► personal data that you provide to us, such as when you create an account or use the contact form on the Website, including your name, email address, and other contact details;
 - (2) Our correspondence ► if you contact us, we will typically keep a record of that correspondence;
 - (3) Survey information ► we may also ask you to complete surveys that we use for research purposes. In such circumstances we shall collect the information provided in the completed survey;
 - (4) Your transactions ► details of transactions you carry out through the Websites and of the fulfilment of the services we provide; and
 - (5) Website and communication usage ► details of your visits to the websites and information collected through cookies and other tracking technologies including, but not limited to, your IP address and domain name, your browser version and operating system, traffic data, location data, web logs and other communication data, and the resources that you access.

3 Uses made of your personal data

- 3.1 In this section, we set out the purposes for which we use personal data that we collect via the Website and, in compliance with our obligations under European data protection laws, identify the “legal grounds” on which we rely to process the personal data.

3.2 These “legal grounds” are set out in European data protection laws, which allow companies to process personal data only when the processing is permitted by the specific “legal grounds” set out in law (the full description of each of these grounds can be found [here](#))

3.3 Please note that in addition to the disclosures we have identified below, we may disclose personal data for the purposes we explain in this notice to service providers, contractors, agents, advisors (e.g. legal, financial, business or other advisors) and affiliates of Icepack that perform activities on our behalf, as well as other members of the Icepack group.

(1) **To communicate effectively with you and conduct our business** ► to conduct our business, including to respond to your queries, to otherwise communicate with you, or to carry out our obligations arising from any agreements entered into between you and us;

Legal bases: contract performance, legitimate interests (to enable us to perform our obligations and provide our services to you)

(2) **To provide you with marketing materials** ► to provide you with updates and offers, where you have chosen to receive these. We may also use your personal data for marketing our own [and our selected business partners’] products and services to you by [post, email, SMS, phone and fax] and, where required by law, we will ask for your consent at the time we collect your personal data to conduct any of these types of marketing. We will provide an option to unsubscribe or opt-out of further communication on any electronic marketing communication sent to you or you may opt out by contacting us as set out in the “Contact Us” section below.

Legal bases: consent, legitimate interest (to keep you updated with news in relation to our products and services)

(3) **For research and development purposes** ► to analyse your personal data to better understand your and our other clients’ services and marketing requirements, to better understand our business and develop our products and services;

Legal bases: legitimate interests (to allow us to improve our services)

(4) **To monitor certain activities** ► to monitor queries and transactions to ensure service quality, compliance with procedures and to combat fraud;

Legal bases: legal obligations, legal claims, legitimate interests (to ensure that the quality and legality of our services)

(5) **To inform you of changes** ► to notify you about changes to our services and products;

Legal bases: legitimate interests (to notify you about changes to our service)

(6) **To ensure website content is relevant** ► to ensure that content from the Website is presented in the most effective manner for you and for your device, which may include passing your data to business partners, suppliers and/or service providers;

Legal bases: legitimate interests (to allow us to provide you with the content and services on the websites)

(7) **To reorganise or make changes to our business** ► in the event that we: (i) are subject to negotiations for the sale of our business or part thereof to a third party; (ii) are sold to a third party; or (iii) undergo a re-organisation, we may need to transfer some or all of your personal data to the relevant third party (or its advisors) as part of any due diligence process for the purpose of analysing any proposed sale or re-organisation. We may also need to transfer your personal data to that re-organised entity or third party after the sale or reorganisation for them to use for the same purposes as set out in this Privacy Policy;

Legal bases: legitimate interests (in order to allow us to change our business)

(8) **In connection with legal or regulatory obligations** ► We may process your personal data to comply with our regulatory requirements or dialogue with regulators as applicable which

may include disclosing your personal data to third parties, the court service and/or regulators or law enforcement agencies in connection with enquiries, proceedings or investigations by such parties anywhere in the world or where compelled to do so. Where permitted, we will direct any such request to you or notify you before responding unless to do so would prejudice the prevention or detection of a crime.

Legal bases: legal obligations, legal claims, legitimate interests (to cooperate with law enforcement and regulatory authorities)

4 **Transmission, storage and security of your personal data**

Security over the internet

- 4.1 No data transmission over the internet or website can be guaranteed to be secure from intrusion. However, we maintain commercially reasonable physical, electronic and procedural safeguards to protect your personal data in accordance with European data protection laws and other legislative requirements.
- 4.2 All information you provide to us is stored on our or our subcontractors' secure servers and accessed and used subject to our security policies and standards. Where we have given you (or where you have chosen) a password which enables you to access certain parts of the Websites, such as your account, you are responsible for keeping this password confidential and for complying with any other security procedures that we notify you of. We ask you not to share a password with anyone. Please see our Terms and Conditions for further information on keeping your password confidential.

Export outside the European Economic Area

- 4.3 Your personal data may be accessed by staff or suppliers in, transferred to, and/or stored at, a destination outside the country in which you are located, whose data protection laws may be of a lower standard than those in your country. We will, in all circumstances, safeguard personal data as set out in this Privacy Policy.
- 4.4 Where we transfer personal data from inside the European Economic Area (**EEA**) to outside the EEA, we may be required to take specific additional measures to safeguard the relevant personal data. Certain countries outside the EEA have been approved by the European Commission as providing essentially equivalent protections to EEA data protection laws and therefore no additional safeguards are required to export personal data to these jurisdictions. In countries which have not had these approvals (see the full list here http://ec.europa.eu/justice/data-protection/international-transfers/adequacy/index_en.htm), we will establish legal grounds justifying such transfer, such as EU Commission-approved model contractual clauses, or other legal grounds permitted by applicable legal requirements.
- 4.5 Please contact us as set out in the "Contact Us" section below if you would like to see a copy of the specific safeguards applied to the export of your personal data.

Storage limits

- 4.6 Our retention periods for personal data are based on business needs and legal requirements. We retain personal data for as long as is necessary for the processing purpose(s) for which the information was collected, and any other permissible, related purpose. For example, we may retain certain transaction details and correspondence until the time limit for claims arising from the transaction has expired, or to comply with regulatory requirements regarding the retention of such data. When personal data is no longer needed, we either irreversibly anonymise the data (and we may further retain and use the anonymised information) or securely destroy the data.

5 **Your rights**

Marketing

- 5.1 You have the right to ask us not to process your personal data for marketing purposes. We will inform you if we intend to use your information for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by not

checking certain boxes on the forms we use to collect your personal data or by not subscribing to receive marketing communications on the “My Subscriptions” page. You can also exercise the right at any time by contacting us as set out in the “Contact Us” section below.

Updating information

- 5.2 We will use reasonable endeavours to ensure that your personal data is accurate. To assist us with this, you should notify us of any changes to the personal data that you have provided to us by contacting us as set out in the “Contact Us” section below.

Your rights

- 5.3 If you have any questions in relation to our use of your personal data, you should first contact us as set out in the “Contact Us” section below. Under certain conditions, you may have the right to require us to:

- (1) provide you with further details on the use we make of your personal data;
- (2) provide you with a copy of personal data that you have provided to us;
- (3) update any inaccuracies in the personal data we hold (please see paragraph 5.2);
- (4) delete any personal data the we no longer have a lawful ground to use;
- (5) where processing is based on consent, to withdraw your consent so that we stop that particular processing (see paragraph 5.1 for marketing);
- (6) to ask us to transmit the personal data you have provided to us and we still hold about you to a third party electronically;
- (7) object to any processing based on the legitimate interests ground unless our reasons for undertaking that processing outweigh any prejudice to your data protection rights; and
- (8) restrict how we use your personal data whilst a complaint is being investigated.

- 5.4 Your exercise of these rights is subject to certain exemptions to safeguard the public interest (e.g. the prevention or detection of crime) and our interests (e.g. the maintenance of legal privilege). If you exercise any of these rights we will check your entitlement and respond in most cases within a month.

- 5.5 If you are not satisfied with our use of your personal data or our response to any exercise of these rights you have the right to complain to the Data Protection Commissioner’s Office (Republic of Ireland), or the Data Protection Commissioner or equivalent relevant to your jurisdiction.

6 Contact us

If you have any questions in relation to this Privacy Policy, please contact our us at the following addresses: support@icepack.co

7 Cookies Policy

We use cookies on the Website. When users visit the Website, Icepack may make use of “cookies” to automatically collect information and data about users, including user preferences. “Cookies” are small text files used by websites or other platforms to recognise repeat users, facilitate a user’s on-going access to and use of a website or other platform and allow the website or other platform to track usage behaviour and compile aggregate data that will allow the website or platform operator to improve the functionality of the website or platform and its content. The type of information collected by cookies is not used to personally identify users. If users do not want information collected by means of cookies, they must disable the use of cookies in their web browser. Cookies may, however, be necessary to provide users with certain features available on the Website and if users disable cookies they may not be able to use those features, and their access to the Website will be limited.

8 Changes to our Privacy Policy and/or Cookies Policy

- 8.1 We may change the content of the Website and how we use cookies and consequently our Privacy Policy and our Cookie Policy may change from time to time in the future. If we change this Privacy Policy or our Cookies Policy, we will update the date it was last changed below. If these changes are material, we will indicate this clearly on the Website.
- 8.2 This Privacy Policy was last updated on 24/07/2020.

Annex

Use of personal data under European data protection laws must be justified under one of a number of legal “grounds” and we are required to set out the grounds in respect of each use in this Privacy Policy. An explanation of the scope of the grounds available can be found in the table below. We note the grounds we use to justify each use of your information next to the use in the “Uses of your personal data” section of this Privacy Policy.

These are the principal legal grounds that justify our use of your personal data:

Consent: <i>where you have consented to our use of your information (you will have been presented with a consent form / tick box in relation to any such use and may withdraw your consent by contacting us as set out in the “Contact Us” section of the Privacy Policy).</i>
Contract performance: <i>where your information is necessary to enter into or perform our contract with you.</i>
Legal obligation: <i>where we need to use your information to comply with our legal obligations.</i>
Legitimate interests: <i>where we use your information to achieve a legitimate interest and our reasons for using it outweigh any prejudice to your data protection rights.</i>
Legal claims: <i>where your information is necessary for us to defend, prosecute or make a claim against you, us or a third party.</i>

These are the principal legal bases that justify our use of Special Categories of your Personal Data and Criminal Convictions Data, if applicable:

Protection of vital interests of you or another person, where you are unable to consent: <i>Processing is necessary to protect the vital interests of you or of another natural person where you are physically or legally incapable of giving consent.</i>
Legal claims: <i>where your information is necessary for us to establish, defend, prosecute or make a claim against you, us or a third party.</i>
In the substantial public interest: <i>Processing is necessary for reasons of substantial public interest, on the basis of EU or local law.</i>
Explicit consent: <i>You have given your explicit consent to the processing of those personal data for one or more specified purposes. You are free to withdraw your consent by contacting us as set out in the “Contact Us” section of the Privacy Policy. If you do so, we may be unable to provide a service that requires the use of such data.</i>