

## **PRIVACY NOTICE**

Alchemy Ltd is a CPaaS platform designed to help you drive your business, develop your services and to co-innovate. Our platform provides you with technical resources from the ever-growing library of Alchemy Ltd's services. Alchemy Ltd only collects data when necessary. In general, we use this data to allow you better access to our services and to keep you informed of activities related to your interests.

Here is how Alchemy Ltd uses and protects your data.

### **1. Why does Alchemy Ltd process your data?**

Alchemy Ltd processes your data in the context of its legitimate interest in achieving the following:

- to improve our services and support for your use;
- to manage your account better;
- to understand how you use our service so that we make services and products that are more user-friendly, that are intuitive to your needs and wants, and so that we can offer you a more personalized and satisfying experience;
- to allow us to better manage your interactions with us and our representatives;
- to generate statistics that we can use to improve the service we offer you;
- to improve on the quality and value of offers we make to you,
- to generate cost-effective marketing strategies so that you can benefit from these savings;
- to improve our customer relations by creating robust customer service practices and by observing feedback more efficiently;
- to survey customers or users;
- to organize commercial operations;
- to show relevant ads for products you may want or need so that you can better tailor our service provision to your precise needs;
- to organise activities or events.

Alchemy Ltd processes your data in the course of the performance of a contract, for the following purposes:

- to manage API order;
- to provide better support;
- to understand your wishes and needs better so that we may fulfil them
- to operate our services.

### **2. What personal data do we process?**

The personal data that we collect in the context of the Alchemy Ltd service are:

- identification: surname, first name, country of residence;
- contact data: e-mail address, telephone number, physical address;

- professional life: type of professional activity (independent or employee), company name, company's sector of activity, job function, place of work;
- connection, service usage and interaction data: IP address, application name, application description and callback URL;
- location and activity – this may include your location, usage logs and activity on Alchemy Apps;
- Social Media Networks and other third-party platforms;
- Installed packages – this may include your installed packages information.

When you subscribe to an API on Alchemy Ltd, we may also collect other personal data that will be mentioned in the specific terms of the service for that API.

### **3. How long do we keep your data?**

We keep your data for the time necessary to fulfil the aforementioned purposes. Regarding processing related to the performance of your contract with us, the data may be kept for a maximum of three (3) years from the first of these events:

- the deletion of your Alchemy Ltd account/ Subscription;
- your failure/ refusal to log into your Alchemy Ltd account for twenty-four (24) months or more;

and

- the absence of traffic on the APIs to which you have subscribed via Alchemy Ltd for a period exceeding twenty-four (24) months.

You will be notified using the email address registered in your Alchemy Ltd account before any deletion of your data takes place.

### **4. What are your rights and how do you exercise them?**

You have the right to access, rectify and delete data related to you.

For any requests, simply contact us via the “Contact Us” form with a clear image of your up to date ID if you would like to prove who you are to exercise your rights.

You also have the right to object to the processing carried out or to ask for its limitation.

You may give us directives on the storage, deletion or communication of your data after your death.

To unsubscribe from our commercial communications, simply click on the unsubscribe link located at the bottom of each of our communications.

### **5. Who do we send your data to?**

The data collected are intended for the use of Alchemy Ltd's authorised departments and its authorised subcontractors. The data may also be processed by partners of Alchemy Ltd. Instances, where our partners would be permitted access to your data,

would be only where these partners are involved in the provision of the services you may receive from us. Alternatively, it would occur where we have obtained prior consent from you.

Finally, the processed data may be passed on to competent authorities, with proper jurisdiction and with the means to securely handle and store your data. These instances would include cases where data has been handed over at the request of a competent authority, in the context of legal proceedings, judicial enquiries and as a result of requests for information from other relevant authorities, or so that we must comply with a legal, or moral obligation to do so.

## **6. Is your data processed outside of The Gambia?**

The data collected may be shared outside of the Republic of The Gambia, however sharing will, wherever possible, be limited to: our subcontractors, subsidiaries, and partners. In this case, Alchemy Ltd takes the necessary steps with these parties to ensure an adequate level of protection for your data in line with existing regulations and our own very onerous Privacy rules regulations.

## **7. How is your data secured?**

Alchemy Ltd ensures that your data is processed securely and confidentially, including when certain operations are carried out by subcontractors. To this end, the appropriate technical and organisational measures to prevent the loss, misuse, alteration and deletion of your data are put in place. These measures are adapted according to the level of sensitivity of the data processed and according to the level of risk presented by the processing or its implementation.

Your data may also be used to:

- ensure comprehensive security across all Alchemy Ltd platforms and services;
- Help us fight fraud, committed against you, on our platform and in the course of using our services and tech solutions.

## **8. Changes to the privacy notice**

This privacy notice may change from time to time.

Last updated on 01/08/2020.