



motif

Privacy Policy



Motif Privacy Policy

This document (“**Privacy Policy**”) describes how Motif PM Limited (“we” or “**Motif PM**”) collects, uses and discloses information, and what choices you have with respect to the information.

When we refer to “**Motif PM**”, we mean the entity that acts as the controller and /or processor of your information, as explained in more detail in the “Identifying the Data Controller and Processor” section below.

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Applicability of This Privacy Policy

This Privacy Policy applies to Motif PM’s online platform (the “**Motif Platform**”) the Motif PM website (together the “**Websites**”) and other interactions (e.g., customer service inquiries, invoicing, marketing etc.) you may have with Motif PM. If you do not agree with these terms, do not access or use the Services, Websites or any other aspect of Motif PM’s business. The functionality provided to the Customer (or its Authorised Users) by the Motif Platform constitutes the “**Services**”.



This Privacy Policy does not apply to any third party applications or software that integrate with the Services through the Motif PM platform (“**Third Party Services**”), or any other third party products, services or businesses.

Where applicable, the Privacy Policy forms part of the agreement governing delivery, access and use of the Services (the “**Customer Contract**”), including the Motif PM Terms and Conditions and covers the processing of any messages, files or other content submitted through Services accounts (collectively, “**Data Processing Agreement**”).

The organisation (e.g., your employer or another entity or person) that entered into the Customer Contract (“**Customer**”) controls their instance of the Services (their “**User account**”) and any data submitted by, or on behalf of the Customer (“**Customer Data**”). If you have any questions about specific User account settings and privacy practices, please contact the Customer whose User account you use. If you have an account, you can check app.motifpm.com for contact information of your User account owner(s) and administrator(s). If you have received an invitation to join a User account but have not yet created an account, you should request assistance from the Customer that sent the invitation.

Information We Collect and Receive

Motif PM may collect and receive Customer Data, and other information and data (“**Other Information**”) in a variety of ways:

- **Customer Data.** Customers or individuals granted access to a User account by a Customer (“**Authorised Users**”) routinely submit Customer Data to Motif PM when using the Services.
- **Other Information.** Motif PM also collects, generates and/or receives Other Information:



- I. User account and Account Information. To create or update a User account, you or your Customer (e.g., your employer) supply Motif PM with an email address, phone number, as well as first and surname. For details on User account creation please visit app.motifpm.com and the FAQ section within the application. In addition, Customers provide Motif PM (or its payment processors) with billing details such as credit card information, banking information and/or a billing address.
- II. Usage Information.
 - **Services Metadata.** When an Authorised User interacts with the Services, metadata is generated that provides additional context about the way Authorised Users work. For example, Motif PM logs the User accounts, channels, people, features, content and links you interact with, the types of files shared and what Third Party Services are used (if any).
 - **Log data.** As with most websites and technology services delivered over the Internet, our servers automatically collect information when you access or use our Websites or Services and record it in log files. This log data may include the Internet Protocol (IP) address, the address of the web page visited before using the Websites or Services, browser type and settings, the date and time the Services were used, information about browser configuration and plugins, language preferences and cookie data.
 - **Device information.** Motif PM collects information about devices accessing the Services, including type of device, what operating system is used, device settings, application IDs, unique device identifiers and crash data. Whether we collect some or all of this Other Information often depends on the type of device used and its settings.
 - **Location information.** Motif PM logs locational information from your organisation when users set up a new job in the form geocoding (address to latitude/longitude).



- III. **Cookie Information.** Motif PM uses cookies and similar technologies in our Websites and Services that help us collect Other Information. Motif PM will only use cookies for session authentication purposes, No other third party tracking or third party analytics are used across our Websites and Services.
- IV. **Additional Information Provided to Motif PM.** We receive Other Information when submitted to our Websites or if you participate in a focus group, activity or event, apply for a job, request support, interact with our social media accounts or otherwise communicate with Motif PM.

Ordinarily, no one is under a statutory or contractual obligation to provide any Customer Data or Other Information (collectively, “**Information**”). However, certain Information is collected automatically in accordance with the GDPR requirements, and, if some Information, such as user account setup details, is not provided, we may be unable to provide the Services.

How We Use Information

Customer Data will be used by Motif PM in accordance with Customer’s instructions, including any applicable terms in the Customer Contract and Customer’s use of Services functionality, and as required by applicable law. In the majority of circumstances, Motif PM is a data processor of Customer Data and Customer is the data controller. Customers may, for example, use the Services to grant and remove access to a User account, assign roles and configure settings, access, modify, export, share and remove Customer Data and otherwise apply its policies to the Services.

Motif PM uses Other Information in furtherance of our legitimate interests in operating our Services, Websites and business. Where this is the case, Motif PM will be the data controller and data processor. Motif PM uses Other Information:

- **To provide, update, develop, maintain and protect our Services, Websites and business.** This includes use of Other Information to support delivery of the Services under a



Customer Agreement, prevent or address Service errors, security or technical issues, analyse and monitor usage, trends and other activities or at an Authorised User's request.

- **As required by applicable law, legal process, governmental authority, regulation and/or any voluntary code or industry practice we reasonably decide to adopt.**
- **To communicate with you by responding to your requests, comments and questions.** If you contact us, we may use your Other Information to respond.
- **To develop and provide search, learning and productivity tools and additional features.** Motif PM tries to make the Services as useful as possible for specific User accounts and Authorised Users. For example, we may improve search functionality by using Other Information, make Services suggestions based on historical use and predictive models, identify organisational trends and insights, to customise a Services experience or create new productivity features and products.
- **To send emails and other communications.** We may use Other Information to send you service, technical and other administrative emails, messages and other types of communications. We may also contact you to inform you about changes in our Services, our Services offerings, and important Services-related notices, such as security notices. These communications are considered part of the Services and you may not opt out of them.
- **To send promotional and marketing information.** We may send emails about new product features, promotional communications or other news about Motif PM. These are marketing messages so you can control whether you receive them, and you may opt out of such communications at any time by amending User settings or by email to info@motifpm.com
- **For billing, account management and other administrative matters.** Motif PM may use Other Information where we wish to contact you for invoicing, account management and



similar reasons and we use account data to administer accounts and keep track of billing and payments.

- **To investigate and help prevent security issues, abuse and non-compliance of contractual terms.**
- **For use in connection with legal proceedings or regulatory action** (including prospective legal proceed/regulatory action) and for obtaining legal advice or for establishing, exercising or defending legal rights. In order to protect our position in relation to any legal proceedings or regulatory action Motif PM may need to analyse records and share it with our professional advisors, third parties, the courts and regulators.

If Information is aggregated or de-identified so it is no longer reasonably associated with an identified or identifiable natural person, Motif PM may use it for any business purpose. To the extent Information is associated with an identified or identifiable natural person and is protected as personal data under applicable data protection law (GDPR), it is referred to in this Privacy Policy as “**Personal Data.**”

Data Retention

Motif PM will retain Customer Data in accordance with GDPR, a Customer’s instructions (including any applicable terms in the Customer Agreement and Customer’s use of Services) and as required by applicable regulation, law or internal policy requirement. A Customer may also apply different settings to messages, files or other types of Customer Data. The deletion of Customer Data and other use of the Services by Customer may result in the deletion and/or de-identification of certain associated Other Information. For more details, please contact info@motifpm.com.

Motif PM may retain Other Information pertaining to you for as long as necessary for the purposes described in this Privacy Policy in accordance with the GDPR. This may include keeping your Other Information after you have deactivated your account for the period of time needed for Motif PM to pursue legitimate business interests, conduct audits, comply with (and demonstrate compliance with)



legal or regulatory obligations, internal policy requirements, resolve disputes and enforce our agreements. Where we reasonably consider that we need to use Other Information for a reason other than the purposes originally described, we will only do so where such reason is compatible with the original purpose.

How We Share and Disclose Information

This section describes how Motif PM may share and disclose Information. Customers determine their own policies and practices for the sharing and disclosure of Information, and Motif PM does not control how they or any other third parties choose to share or disclose Information. Motif PM may share and disclose Information in the following circumstances:

- **Customer's Instructions.** Motif PM will solely share and disclose Customer Data in accordance with a Customer's instructions, including any applicable terms in the Customer Agreement, and subject to compliance with applicable law and legal process.
- **Displaying the Services.** When an Authorised User submits Other Information, it may be displayed to other Authorised Users in the same or connected User accounts. For example, an Authorised User's email address may be displayed with their User account profile.
- **Collaborating with Others.** The Services provide different ways for Authorised Users working in independent User accounts to collaborate, such as sharing documents. Other Information, such as an Authorised User's profile Information, may be shared, subject to the policies and practices of the other User account(s).
- **Customer Access.** Customer's, administrators, Authorised Users and other Customer representatives may be able to access, modify or restrict access to Other Information. This may include, for example, your employer using Service features to export reports of User account activity, or accessing or modifying your profile details. For information about your User account settings, please see the role permission settings at app.motifpm.com.



- **Third Party Service Providers and Partners.** We may engage third party companies or individuals as service providers or business partners to process Other Information and support our business. This may include the sharing of Information with prospective service providers or prospective business partners where they are under duties of confidentiality. These third parties may, for example, provide virtual computing and storage services. Additional information about the sub-processors we use to support delivery of our Services are set out within our 'Security Protocols & Services document which can be emailed upon request. Please email info@motifpm.com to obtain this information.
- **Third Party Services.** Customer may enable or permit Authorised Users to enable Third Party Services. When enabled, Motif PM may share Other Information with Third Party Services. Third Party Services are not owned or controlled by Motif PM and third parties that have been granted access to Other Information may have their own policies and practices for its collection and use. Please check the privacy settings and notices in these Third Party Services or contact the provider for any questions.
- **During a Change to Motif PM's Business.** If Motif PM engages in a merger, acquisition, bankruptcy, dissolution, reorganization, sale of some or all of Motif PM's assets or stock, financing, public offering of securities, acquisition of all or a portion of our business, a similar transaction or proceeding, or steps in contemplation of such activities (e.g. due diligence), some or all Other Information may be shared or transferred, subject to standard confidentiality arrangements.
- **Aggregated or De-identified Data.** We may disclose or use aggregated or de-identified Other Information for any purpose. For example, we may share aggregated or de-identified Other Information with prospects or partners for business or research purposes.



- **To Comply with Laws.** If we receive a request for information, we may disclose Information if we reasonably believe disclosure is in accordance with or required by any applicable law, regulation or legal process.
- **To enforce our rights, prevent fraud, and for safety.** To protect and defend the rights, property or safety of Motif PM or third parties, including enforcing contracts or policies, or in connection with investigating and preventing fraud or security issues.
- **With Consent.** Motif PM may share Other Information with third parties when we have consent to do so.

Security

Motif PM takes security of data very seriously. Motif PM works hard to protect Other Information you provide from loss, misuse, and unauthorized access or disclosure. These steps take into account the sensitivity of the Other Information we collect, process and store, and the current state of technology. To learn more about current practices and policies regarding security and confidentiality of the Services, please see our '**Security Protocols & Services**' document. Given the nature of communications and information processing technology, Motif PM cannot guarantee that Information, during transmission through the Internet or while stored on our systems or otherwise in our care, will be absolutely safe from intrusion by others.

Changes to this Privacy Policy

Motif PM may change this Privacy Policy from time to time. Laws, regulations and industry standards evolve, which may make those changes necessary, or we may make changes to our business. We will post the changes to this page and encourage you to review our Privacy Policy to stay informed. If we make changes that materially alter your privacy rights, Motif PM will provide additional notice, such as via email or through the Services. If you disagree with the changes to this Privacy Policy, you should

deactivate your Services account. Contact the Customer if you wish to request the removal of Personal Data under their control.

Controllers and Processors

The GDPR defines and distinguishes between two types of parties and responsibilities when it comes to collecting and processing personal data: data controllers and data processors. A data controller determines the purposes and ways that personal data is processed, while a data processor is a party that process data on behalf of the controller. That means that the controller could be any company or organization. A processor could be a SaaS, IT or other company that is actually processing the data on behalf of the controller. Motif is a Data Processor and Controller. Motif customers (the organisations who use Motif) are Data Controllers. The controller is responsible to make sure that all processors with whom it deals will be GDPR compliant and the processors themselves must keep records of their processing activities.

Your Rights

In the UK, under the Data Protection Act 2018, you have the right to find out what information the Government and other organisations store about you. These include the right to:

- be informed about how your data is being used
- access personal data
- have incorrect data updated
- have data erased
- stop or restrict the processing of your data
- data portability (allowing you to get and reuse your data for different services)
- object to how your data is processed in certain circumstances
- You also have rights when an organisation is using your personal data for:



- automated decision-making processes (without human involvement)
- profiling, for example to predict your behaviour or interests

To the extent that Motif PM's processing of your Personal Data is subject to the General Data Protection Regulation, Motif PM relies on its legitimate interests to process your data. Motif PM may also process Other Information that constitutes your Personal Data for direct marketing purposes and you have a right to object to Motif PM's use of your Personal Data for this purpose at any time.

Data Protection Authority

Subject to applicable law, you also have the right to (i) restrict Motif PM's use of Other Information that constitutes your Personal Data and (ii) lodge a complaint with your local data protection authority or the Information Commissioner's Office, which is Motif PM's lead supervisory authority in the European Union. If you are a resident of the European Economic Area and believe we maintain your Personal Data within the scope of the General Data Protection Regulation (GDPR), you may direct questions or complaints to our lead supervisory authority:

Information Commissioner's Office
Wycliff House Water Lane
Wilmslow
Cheshire
SK9 5AF

Contacting Motif PM

Please also feel free to contact Motif PM if you have any questions about this Privacy Policy or Motif PM's practices, or if you are seeking to exercise any of your statutory rights. You may contact us at info@Motifpm.com.



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