



PRIVACY POLICY

This privacy policy is about the data you share on our website. At Metafused, we foremost value your privacy. Below is our privacy policy on data you share or leave on our site.

WHO WE ARE

“We”, “Us”, “Group” are Metafused Limited with our registered office at Citypoint, 1 Ropemaker Street, London EC 2Y9ST, United Kingdom.

Our company number is 08568780

Our ICO (Information Commissioner’s Office) registration number is ZA196947

CONTACT US

If you have any comments, questions, or clarification about how or why we use your data and what rights you have, please get in touch. Reach out on info@metafused.com, or write to us at Metafused Limited, Citypoint, 1 Ropemaker Street, London EC 2Y9ST, United Kingdom

WHAT PERSONAL DATA WE COLLECT AND WHY WE COLLECT IT

Usage information: IP address, location, browser details, operating system details, referral source, duration of visit, page views, website navigation information, and service use details are collected to improve website performance and your experience of it.

Comments: When visitors leave comments on the site we collect the data shown in the comments form, and also the visitor’s IP address and browser user agent string to help spam detection. An anonymized string created from your email address (also called a hash) may be provided to the Gravatar service to see if you are using it. The Gravatar service privacy policy is available here: <https://automattic.com/privacy/>.

Cookies: If you leave a comment on our site you may opt-in to saving your name, email address and website in cookies. These are for your convenience so that you do not have to fill in your details again when you leave another comment. These cookies will last for one year. If you have an account and you log in to this site, we will set a temporary cookie to determine if your browser accepts cookies. This cookie contains no personal data and is discarded when you close your browser. When you log in, we will also set up several cookies to save your login information and your screen display choices. Login cookies last for two days, and screen options cookies last for a year. If you select “Remember Me”, your login will persist for two weeks. If you log out of your account, the login cookies will be removed. If you edit or publish an article, an additional cookie will be saved in your browser. This cookie includes no personal data and simply indicates the post ID of the article you just edited. It expires after 1 day.

Embedded content from other websites: Articles on this site may include embedded content (e.g. videos, images, articles, etc.). Embedded content from other websites behaves in the exact same way as if the visitor has visited the other website. These websites may collect data about you, use cookies, embed additional third-party tracking, and monitor your interaction



with that embedded content, including tracking your interaction with the embedded content if you have an account and are logged in to that website.

Analytics: We use Google Analytics to analyze the usage of our website. Google Analytics. You can find more information about Google Analytics in Google's privacy policy here: <https://www.google.com/policies/privacy/>.

WHO WE SHARE YOUR DATA WITH

Your data is used to help us to deliver a better experience when you visit or are directed to our website. We may share this data in an anonymised manner with third parties to improve the experience on our site. We ensure that this data is not used by the third-party for their own purposes.

Any data transferred with personal information outside the EU will have a similar degree of protection and respect of your personal information.

HOW LONG WE RETAIN YOUR DATA

If you leave a comment, the comment and its metadata are retained indefinitely. This is so we can recognize and approve any follow-up comments automatically instead of holding them in a moderation queue.

For users that register on our website (if any), we also store the personal information they provide in their user profile. All users can see, edit, or delete their personal information at any time (except they cannot change their username). Website administrators can also see and edit that information.

WHAT RIGHTS YOU HAVE OVER YOUR DATA

If you have an account on this site or have left comments, you can request

to receive an exported file of the personal data we hold about you, including any data you have provided to us. You can also request that we erase any personal data we hold about you. This does not include any data we are obliged to keep or administrative, legal, or security purposes.

WHERE WE SEND YOUR DATA

Visitor comments may be checked through an automated spam detection service.

HOW WE PROTECT YOUR DATA

We have put in place physical, electronic and company policies to safeguard the information we collect online. Any personal data from the site is automatically converted into anonymised and encrypted data when stored with your consent. We also routinely audit this data to ensure we stay up to date. Also, if this data is shared with third parties we further ensure they abide by terms that protect your data and rights.

WHAT DATA BREACH PROCEDURES WE HAVE IN PLACE

We ensure we are protected from spam and DDOS attacks on our website by installing and keeping up to date with the latest security software. We further ensure that no personal data is stored without being anonymised and encrypted on receipt.

WHAT AUTOMATED DECISION MAKING AND/OR PROFILING WE DO WITH USER DATA

Automated decision-making is when data of your visit is taken and personalised without human intervention to show the most relevant content for you. You can opt-out of this. We currently use automated decision-making to communicate with you by personalising our content for you.