

Privacy Policy

We know your privacy is important to you. It's important to us too.

Please read this privacy policy ("Privacy Policy") to understand who we are, what personal information we have, how we use it and how you can check and update any personal information we have about you.

Who Are We?

Wayra UK Limited ("**Wayra UK**") Telefonica's world-leading start-up accelerator programme. It is incorporated and registered in England and Wales with registered office at 260 Bath Road, Slough, Berkshire SL1 4DX with Tax number GB778603785.

Wayra UK controls the processing of any information obtained through or in connection with the use of our website: www.wayra.co.uk. Some of that information may enable you to be identified ("Personal Information"). Wayra UK will be responsible for your Personal Information and will decide how it is held and processed. Any Personal Information Wayra UK collects from you will be processed in accordance with this Privacy Policy.

Why do we have your Personal Information?

We collect information to:

- Help improve our products and services and develop new ones.
- Manage our network and help us run and grow our business.

We also collect information so we can tell you about our products and services, other companies' products and services or allow selected partners to tell you directly about their products or services.

The law also requires us to keep some information. Occasionally this information is anonymised so you can't be identified.

The legal basis that legitimizes the processing of your Personal Information is where your express consent was given by voluntarily providing this data on our site or where limited and permissible by using this site.

How Personal Information will be collected

We collect information mainly when you:

- Register for us to contact you (for example our newsletter) or take part in our market research surveys.
- Get in touch with us to ask something.
- Enter or submit your details for our calls for acceleration, promotions, competitions or prize draws through one of our services.
- Go to our website, or the sites of any other companies in the Telefónica Group.

We also collect information from other sources, including business directories and other commercially or publicly available sources.

Security and for how long we will keep your Personal Information

Appropriate security measures are implemented by Wayra UK for the processing and storage of the collected data in accordance with the nature of the data.

Wayra UK will store your Personal Information for the purpose which you have given consent. We will only retain this data for this purpose, for security records (where necessary and lawful), where required by law or where in compliance with our fiduciary responsibility from the moment you provided your consent.

If you inform us that you don't want us to process your Personal Information, we will stop and delete your Personal Information. This request is a very easy to make by writing an email to uk@wayra.org.

In some circumstances, we will retain properly anonymised data (data which has not identification markers on it) which we will retain indefinitely.

Please note that as a result of legal requirements regarding the management of your rights, we may keep records of communications (if any) between you and Wayra UK. These communications might include some of your Personal Information. In such a case, your Personal Information will never be used for commercial purposes but only stored for auditing purposes.

What type of Personal Information do we collect?

The categories of data which may be processed and/or collected are listed below.

- Information you submit to our Site (such as text about you or your company, data or personal images, supporting documentation or any other such content).
- Replies to our survey's and the content provided in each case which shall be clear and unambiguous in form.
- Your private and business information, such as your name, address, email details, phone number, work title, and employer details.
- Your online profile information, picture, professional area, preferences and interests.
- Any information provided by you to enable your control of any contact by Wayra UK (for example your preferences on to receive or not any newsletters).

Who do we share your Personal Information with?

We don't share your Personal Information with other organisations or individuals outside of our company, except:

- For sub-contractors who need to contribute to the running of the service. In such a case, we select them carefully and they will only process your Personal Information on our behalf in a manner and for purposes specifically agreed by us, based on our instructions and in compliance with strict requirements regarding confidentiality and security.
- We sometimes share aggregate and/or anonymised data with third parties, including research partners so that they can help us with the analysis of the data.

Children's Information

We do not intentionally collect Personal Information from children. Our website is not directed or intended for children. If you are the parent or guardian of a child user and you think they have been using the site, please contact Wayra UK at uk@wayra.org so that we may delete and remove such Personal Information from our system.

Cookies

We may use cookies on the website. Please read through our Cookie Policy to find out more about how we use cookies <https://wayra.co.uk/cookies-policy>.

What Happens if Wayra UK Makes a Change to This Policy?

If Wayra UK intends to make a change to this privacy policy we will send you a notice via email.

Your rights and How You Can Contact Us

If you have any questions about this Privacy Policy, the practices of the website or your dealings with the website you may get in touch with us by sending an email to uk@wayra.org.

According to the law, you have various rights in relation to your Personal Information. These rights include a right to access the data, a right to request the data to be removed or erased, a right to request the data to be rectified, a right to portability of the data, a right not to be subject to automated individual decision-making (including the creation of profiles) and a right to oppose any processing. You can withdraw your consent at any time.

You also have the right to lodge a complaint with your Data Protection Authority.

This request is a very easy to make by writing an email to: uk@wayra.org or by contacting our data protection officer at DPO_telefonicasa@telefonica.com.

We will do our best to respond promptly and comply with your requests or address your questions. In some cases, we may not be able to process your requests, for example, if it is technically impractical, risks the privacy of others, or causes a disproportionate burden on us.

Effective Date: 14th May 2018