



Privacy Policy

AA Apps and Software Ltd ("we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, and disclose personal information about you in connection with your use of our digital workforce management app – the Work App ("App").

BY USING THE APP, YOU PROMISE US THAT;

- 1) YOU HAVE READ, UNDERSTOOD AND AGREED TO THIS PRIVACY POLICY; AND**
- 2) YOU ARE/HAVE REACHED THE AGE OF MAJORITY (OR HAVE HAD YOUR PARENT OR GUARDIAN READ AND AGREE TO THIS PRIVACY POLICY FOR YOU).**

If you do not agree or you are unable to make this promise, you must not use the App. In such case, you must contact the support team via online chat or email to request deletion of your account and data.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you, so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them

Introduction

As a software company headquartered in the UK, we take pride in offering an advanced App that tracks the working hours of employees and contractors. Our App logs their working hours from the moment they switch on until they switch off. If an individual forgets to log out, the App automatically signs them out at midnight. The information on employee hours clocked is stored on our portal and the employer has full access to it.

Furthermore, we are thrilled to announce that we will soon be implementing a facial recognition feature which will provide an additional layer of security and provide an alternative way of clocking hours worked if an employee forgets to bring their phone with them to work. We are committed to providing top-notch services to our clients and ensuring that workplaces realize their optimal productivity levels.

Data Controller

For the purposes of the General Data Protection Regulation ("GDPR"), we are the data controller of the personal information we collect from you. Our contact details are as follows:

AA Apps and Software Ltd

Registered in England and Wales No. 14283145

178 Elmbridge Avenue, Surbiton, Surrey, KT5 9HF

Email: info@aa-apps.co.uk

Mobile: 07432 836935

You have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO so please contact us in the first instance.

Information we collect

We collect personal information about you when you use our App. The types of personal information we collect may include:

- I. **Identity Data** includes first name, maiden name, last name, username or similar identifier, company ID and title.
- II. **Contact Data** includes your business or personal address, email address and telephone numbers.
- III. **Transaction Data** includes details about payments to and from you and other details of services you have purchased from us.

- IV. **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access our App.
- V. **Biometric Data** when you use our facial recognition feature. We will collect and process your facial biometric data.
- VI. **Usage Data** includes information about how you use our App and services.
- VII. **Marketing and Communications Data** includes information that allows us to choose how best to market specific communications to you.
- VIII. **Special Categories of Personal Data** where you provide this to us in the context of your instructions or applying for a job (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health and genetic and biometric data).

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data may be derived from your personal data but is not considered personal data in law as this data does not directly or indirectly reveal your identity. For example, we may aggregate your Usage Data to calculate the percentage of users accessing a specific App feature. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this privacy notice.

How we use your information

We use your personal information for the following purposes:

- To provide and operate our App, including to track employee or contractor time and attendance;
- To communicate with you about our App and any updates or changes to our policies;
- To personalize your experience on our App and to deliver customized content and advertising;

- To conduct research and analyse data to improve our App and develop new features and products;
- To comply with our legal obligations and enforce our rights under our terms of use; and
- To process your facial biometric data if you use our facial recognition feature.

Important Information: Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law

Legal basis for processing

We rely on the following legal bases to process your personal information:

- To perform our contract with you to provide our App and track employee or contractor time and attendance;
- To comply with our legal obligations under applicable laws and regulations;
- To pursue our legitimate interests in providing and improving our App, analysing data, and enforcing our rights; and
- If we process your facial biometric data, we will obtain your explicit consent before doing so.

Sharing your information

Kindly note that we do not share your personal information with third parties unless as stated below. We may share your personal information with third parties in the following circumstances:

- With our service providers who process personal information on our behalf, such as cloud hosting providers, email service providers, and analytics providers;
- With our business partners who offer products or services that integrate with our App, if you choose to use those products or services;
- With our legal and professional advisors, auditors, or regulators to comply with our legal obligations or to enforce our rights; and
- With any third party to whom we assign or novate any of our rights or obligations under our contract with you.

International transfers

We may transfer your personal information to countries outside of the European Economic Area ("EEA"), such as the United States, where our service providers are based. We will ensure that any such transfers comply with applicable data protection laws, including by entering into appropriate contracts with our service providers that include standard contractual clauses approved by the European Commission.

Data retention

We will store your personal data for as long as it is reasonably necessary for achieving the purposes set forth in this Privacy Policy, which includes (but is not limited to) the period during which you have a Work App account. We will also retain and use your personal data as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Your rights

You have certain rights in relation to your personal information under the GDPR, including:

- **Rights to be informed.** You have the right to be provided with clear, transparent and easily understandable information about how we use your personal data and your rights. This is why we are providing you with the information in this Privacy Policy.
- **Right of access.** You have the right to obtain access to your personal data (if we are processing it) and certain other information (similar to that provided in this Privacy Policy). This is so you are aware and can check

that we are using your personal data in accordance with data protection law.

- **Right to rectification.** You are entitled to have your personal data corrected if it is inaccurate or incomplete.
- **Right to erasure.** This is also known as ‘the right to be forgotten’ and, in simple terms, enable you to request the deletion or removal of your personal data where there is no compelling reason for us to keep using it. This is not a general right to erasure; there are exceptions.
- **Right to restrict processing.** You have the right to ‘block’ or suppress further use of your personal data in certain circumstances. When processing is restricted, we can still store your personal data, but may not use it further.
- **Right of data portability.** You have the right to obtain and reuse your personal data in a structured, commonly used and machine-readable format in certain circumstances. In addition, where certain conditions apply, you have the right to have such information transferred directly to a third party.
- **Right to object to processing.** You have the right to object to us processing your personal data for our legitimate business interests or for direct marketing purposes (including in each case any related profiling).
- **Right to withdraw consent to processing.** If you have given your consent to us to process your personal data for a particular purpose (for example, direct marketing), you have the right to withdraw your consent at any time (although if you do so, it does not mean that any processing of your personal data up to that point is unlawful).
- **Right to make a complaint to the data protection authorities.** You have the right to make a complaint to the Information Commissioner’s Office (ICO) if you are unhappy with how we have handled your personal data or believe our processing of your personal data does not comply with data protection law.

If you wish to exercise any of these rights, please contact us using the contact details provided in Section 2.

Data Security

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality. We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

Changes to this Privacy Policy

We may update this Privacy Policy from time to time by posting a new version on our App or within our App. We will notify you of any material changes to this Privacy Policy by email or through our App. Your continued use of our App after such notification constitutes your acceptance of the updated Privacy Policy.

Cookie Policy for The Work App

t/a AA-Apps & Software Ltd

Effective date: 1st March 2023

At theworkapp.co.uk we are committed to protecting the privacy of our users. This Cookie Policy explains how we use cookies and similar technologies on our website <https://theworkapp.co.uk/> (“Website”) and how you can manage your preferences.

What are Cookies?

Cookies are small text files that are stored on your device (e.g., computer, tablet, or smartphone) when you visit a website. Cookies allow the website to remember your actions and preferences over time, so you don’t have to keep re-entering them whenever you come back to the site or browse from one page to another.

Cookies can be classified into different categories, such as:

Session cookies: These cookies are essential for the operation of the Website and expire when you close your browser.

Persistent cookies: These cookies remain on your device even after you close your browser and can be used for various purposes, such as remembering your login credentials or preferences.

First-party cookies: These cookies are set by the Website you are visiting.

Third-party cookies: These cookies are set by a domain other than the one you are visiting. For example, if you are visiting our Website and a third-party advertising company sets a cookie on your device to serve you personalized ads.

How We Use Cookies

We use cookies on our Website for the following purposes:

Authentication: We use cookies to identify you when you log in to our Website and to keep you logged in.

Preferences: We use cookies to remember your preferences, such as language, region, or font size.

Analytics: We use cookies to analyse how visitors use our Website and to improve its performance and usability. For example, we may use cookies to track which pages are popular and which are not, or to track how many visitors we receive from different sources.

Advertising: We may use cookies to show you personalized ads based on your browsing behaviour and interests.

We use both first-party and third-party cookies on our Website. We may also use other similar technologies, such as web beacons, pixels, or local storage, for similar purposes.

Managing Your Preferences

You can manage your cookie preferences through your browser settings. Most browsers allow you to accept or reject cookies, as well as to delete them from your device. However, please note that if you disable cookies, some features of our Website may not work as intended.

You can also opt-out of personalized advertising by visiting the Network Advertising Initiative opt-out page or the Digital Advertising Alliance opt-out page.

Updates to this Policy

We may update this Cookie Policy from time to time. Any changes we make will be posted on this page, along with the effective date. We encourage you to check this page regularly to stay informed about our use of cookies and your options for managing your preferences.

Contact Us

If you have any questions or concerns about our Cookie Policy, please contact us at

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