

MAO Technologies Ltd – Privacy Notice

1 IMPORTANT INFORMATION

MAO Technologies Ltd, (“MAO”, “we”, “us”, “our”), a company registered in England and Wales with company number 15910072, provides software tools for accounting professionals (the "Service"). We take your privacy very seriously and ask that you read this privacy notice carefully as it sets out how we collect and use your personal data and what rights you have over it.

This privacy notice applies to “you”, whether you are a visitor to our website, a supplier or a customer (including users of the Service).

2 HOW TO CONTACT US

If you need to contact us in connection with our use or processing of your personal data, or to request access to it, our contact details are hello@getmao.ai.

3 CATEGORIES OF PERSONAL DATA WE COLLECT

The categories of personal data about you that we may collect, use, store, share and transfer are:

- **Individual Data.** This includes personal data which relates to your identity, such as your first and last name or similar identifier, title, and your contact details such as your billing address, delivery address, email address and telephone numbers.
- **Account and Profile Data.** This includes personal data which relates to your account or profile on our website, such as your username and a securely hashed password (we never store your password in plain text), email address, account creation and last-login timestamps, and your plan/usage counters.
- **Billing and Financial Data.** This includes personal data which relates to your finances, such as your bank account and payment card details and information which we collect from you for the purposes of the prevention of fraud: we do not store card numbers ourselves. Payments and subscriptions are handled by our payment processor; we hold only our payment processor’s customer/subscription reference so we know which plan you're on.
- **Technical Data.** This includes personal data which relates to your use of our website, such as your internet protocol (IP) address, login data, traffic data, weblogs and other communication 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 website; these are kept briefly for security and operational purposes.

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- **Advertising Data.** This includes personal data which relates to your advertising preferences, such as information about [your preferences in receiving marketing materials from us and our third parties and your communication preferences.
- **Sales Data.** This includes personal data which relates to the transactions you have conducted with us, such as details about payments to and from you, details of subscriptions to our services or publications and other details of products and services you have purchased from us.

4 WHERE WE MAY COLLECT YOUR PERSONAL DATA

We may collect your personal data from:

- **you**, either in person, via our website or by telephone. This could include personal data which you provide when you place an order for the Service, create an account on our website, request information on our products or services or for other marketing to be sent to you, or when you provide us with products or services.
- **automated technologies**, such as cookies, server logs and other similar technologies. We may automatically collect Information Technology Data about your equipment, browsing actions and patterns by using cookies, server logs and other similar technologies. We may also receive Information Technology Data about you if you visit other websites employing our cookies. Please see our section below on cookies for additional information.
- **Public sources**, such as Companies House.

5 HOW WE USE YOUR PERSONAL DATA

This privacy notice applies where we are a controller in respect of your personal data. We are a controller where we decide how and why your personal data is processed. **Our lawful basis for processing.**

The law requires us to have a lawful basis to process your personal data. For each category of data that is gathered and processed, there will be a particular lawful basis.

For certain purposes it may be appropriate for us to obtain your prior consent. It is not used for processing that is necessary or obligatory in any way.

In the event that we rely on your consent, you may at any time withdraw the specific consent you give to our processing your personal data by contacting us at hello@getmao.ai. Please note even if you withdraw consent for us to use your personal data for a particular purpose we may continue to rely on other lawful bases to process your personal data for other purposes.

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Where we are relying on a basis other than your consent, the lawful basis for processing personal data will be one of the following:

- **Performance of a contract** — the processing is necessary for the performance of a contract i.e. we will process your Account and Profile Data, Billing and Financial Data and Document Content Data to create and run your account, process your documents and provide the Service.
- **Legal obligation** — we will process your Individual Data where it is necessary in order for us to comply with our legal obligations, i.e. compliance with anti-money laundering legislation.
- **Legitimate interests** — the processing is necessary for the pursuit of our legitimate business interests.

The table below sets out the purpose of our processing activities and which of the lawful bases we rely on to do so.

Purpose of processing	Processing	Lawful basis (as applicable)	Categories of personal Data
		Processing is necessary:	
Performing our contract with you	Performing any contract with you for our services.	for the performance of a contract with you, or in connection with our legitimate business interests in carrying out our business and managing our relationship with you.	Individual Data, Billing and Financial Data, Account and Profile Data, Technical Data, Sales Data
Managing our relationship with you	Sending you important notices such as communications about changes to our terms and conditions and policies (including this privacy notice).	for the performance of a contract with you, or in connection with our legitimate business interests in carrying out our business and managing our relationship with you, or for compliance with a legal obligation to which we are subject.	Individual Data, Account and Profile Data
	Providing you with important real time information about services you have ordered from us.	for the performance of a contract with you, or in connection with our legitimate business interests in carrying out our business and managing our relationship with you.	Individual Data, Advertising Data, Technical Data, Account and Profile Data, Sales Data
	Making suggestions and recommendations to you about services that may be of interest to you, deliver relevant website content, advertisements and information about events and promotions to you.	in connection with our legitimate business interests in carrying out our business and managing our relationship with you.	Individual Data, Account and Profile Data

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	For internal purposes to use data analytics, to identify usage trends, determine and measure the effectiveness of promotional campaigns and advertising and to improve our website, products/services, marketing, customer relationships and experiences.	for the performance of a contract with you, or in connection with our legitimate business interests in carrying out our business and managing our relationship with you.	Individual Data, Advertising Data, Technical Data, Account and Profile Data, Sales Data
Administering our business and carrying out business activities	This may involve a variety of processing operations relating to the running of our business.	for the performance of a contract with you, or in connection with our legitimate business interests in carrying out our business and managing our relationship with you, or for compliance with a legal obligation to which we are subject.	Individual Data, Billing and Financial Data, Account and Profile Data, Technical Data, Sales Data, Advertising Data

We may also use aggregated information and statistics for the purposes of monitoring website usage to help us to develop our website and our services. These statistics will not include information that can be used to identify you.

6 WHO RECEIVES YOUR PERSONAL DATA

We may disclose your personal data to:

our third party processors who may process data on our behalf to enable us to carry out our usual business practices. Any such disclosure will only be so that we can process your personal data for the purposes set out in this privacy notice. Those third party processors include:

- Stripe, Inc. — payment processing, and
- Amazon Web Services — hosting

HMRC, legal and other regulators or authorities, including those who request your personal data or to report any potential or actual breach of applicable law or regulation

external professional advisers such as accountants, bankers, insurers, auditors and lawyers

law enforcement agencies, courts or other relevant party, to the extent necessary for the establishment, exercise or defence of legal rights

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third parties where necessary for the purposes of **prevention, investigation, detection or prosecution of criminal offences** or the execution of criminal penalties, and

third parties which are considering or have decided to **acquire some or all of our assets** or shares, merge with us or to whom we may **transfer our business** (including in the event of a reorganisation, dissolution or liquidation)

7 **PERSONAL DATA ABOUT OTHER PEOPLE WHICH YOU PROVIDE TO US**

If you provide personal data to us about someone else (such as your employees, or someone with whom you have business dealings) you must ensure that you are entitled to disclose that personal data to us and that, without our taking any further steps, we may collect, use and disclose that personal data as described in this privacy notice.

You must ensure the individual concerned is aware of the various matters detailed in this privacy notice, as those matters relate to that individual, including our identity, how to contact us, the way in which we collect and use personal data and our personal data disclosure practices, that individual's right to obtain access to the personal data and make complaints about the handling of the personal data, and the consequences if the personal data is not provided.

8 **INTERNATIONAL TRANSFERS OF PERSONAL DATA**

It is possible that personal data we collect from you may be transferred, stored and/or processed outside the United Kingdom and the European Economic Area.

In connection with such transfers, we will ensure that:

- there are appropriate safeguards in place such as approved model contractual clauses, or
- the transfer is to a country that provides an adequate level of protection, or
- one of the derogations for specific situations applies to the transfer including explicit consent or necessary for the performance of a contract or exercise or defence of legal claims.

9 **OUR USE OF COOKIES AND OTHER INFORMATION-GATHERING TECHNOLOGIES**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. The information is used to track visitor use of the website and to compile statistical reports on website activity. For further information about cookies visit www.aboutcookies.org or

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www.allaboutcookies.org. MAO uses a session cookie so you stay logged in, and a short-lived (60 second) cookie used only to tell the page a processed file is ready to download. We do not use advertising or analytics cookies, and all fonts are hosted on our own server — your browser never contacts a third party when a page loads.

You can set your browser not to accept cookies and the above websites tell you how to remove cookies from your browser. However, in a few cases some of our website features may not function if you remove cookies from your browser.

10 **HOW WE PROTECT YOUR INFORMATION**

We take the security of your personal data seriously and have technical and organisational measures to ensure a level of security appropriate to the risk. Our measures are aimed at having the ability to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services and restore the availability and access to personal data in a timely manner in the event of a physical or technical incident.

We use all reasonable efforts to safeguard your personal information. However, you should be aware that the use of the Internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal information which is transferred from you or to you via the Internet.

11 **YOUR RIGHTS IN RELATION TO YOUR PERSONAL DATA**

You have the right to request a copy of the information that we hold about you. If you would like a copy of some or all of your personal information, please send an email to hello@getmao.ai. Requests are free of charge, and we will usually supply the information within 30 days. If you're not satisfied with our response, you have the right to complain to the [Information Commissioner's Office \(ICO\)](#).

We want to ensure that your personal information is accurate and up to date. Please keep us informed if your personal data changes during your relationship with us either by logging onto your account on the website or by contacting us. You may ask us to remove information which is inaccurate (your right of rectification). Please note that we do not undertake to check or verify the accuracy of personal data provided by you. We will not be responsible for any losses arising from any inaccurate, inauthentic, deficient or incomplete personal data that you provide to us.

You have a right to move your data in certain cases (data portability). Contact us at hello@getmao.ai for further information about this. You also have a right to ask us to remove your personal data (your erasure right) in some circumstances and you may similarly contact us to request this.

12 HOW LONG WE STORE YOUR PERSONAL DATA

We hold your data for so long as is necessary and in accordance with the following criteria:

- the on-going business operation / relationship that we have with you;
- the completion of the purpose for which the personal data was given;
- our legal obligations in relation to that personal data and other legal requirements;
- the type and size of the data held; or
- our accounting requirements in relation to that personal data.

Your Account Data is retained for as long as your account is active, and deleted or anonymised within a reasonable period after you close your account or request deletion.

13 LINKS TO OTHER WEBSITES

This privacy notice only applies to us. If you link to another website from our website, you should remember to read and understand that website's privacy notice as well. We do not control unconnected third-party websites and are not responsible for any use of your personal data that is made by unconnected third party websites.

14 CHANGES TO PRIVACY NOTICE

We keep our privacy notice under regular review. If we change our privacy notice we will post the changes on this page. We will also change the "last updated" date above, and for significant changes we'll let account holders know by email.
