

HeraldUK, Inc: Privacy Policy

Your privacy is important to us. This Privacy Policy explains how we collect, share, use and protect your personal information.

HeraldUK, Inc is subject to the investigatory and enforcement powers of the Federal Trade Commission and complies with the EU-U.S. Privacy Shield Framework as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information transferred from the European Union to the United States. HeraldUK, Inc has certified to the Department of Commerce that it adheres to the Privacy Shield Principles ('the Principles'). If there is any conflict between the terms in this privacy policy and the Principles, the Principles shall govern. To learn more about the Privacy Shield program, and to view our certification, please visit <https://www.privacyshield.gov/>

In compliance with the Principles, HeraldUK, Inc commits to resolve complaints about our collection or use of your personal information. EU individuals with inquiries or complaints regarding our Privacy Shield policy should first contact HeraldUK, Inc at: privacy@heralduk.com

In the case of unresolved complaints you may invoke binding arbitration. HeraldUK, Inc has committed to refer unresolved Privacy Shield complaints to the ICDR-AAA Privacy Shield Program, an alternative dispute resolution provider located in the United States. If you do not receive timely acknowledgment of your complaint from us, or if we have not addressed your complaint to your satisfaction, please contact or visit <https://www.icdr.org/privacyshield> for more information or to file a complaint. The services of ICDR-AAA Privacy Shield Program are provided at no cost to you.

We take our responsibility to protect the privacy and confidentiality of your information, including personal information, very seriously and maintain safeguards to secure such information from unauthorized access and use.

The types of personal information we may collect from you include your name, email address, mailing address, telephone number(s), account numbers, and limited location information.

We do not in general disclose your personal information to outside parties save that we may release your information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

We may share personal information among our affiliates when we believe it will enhance the services we can provide to you, but only in circumstances where such sharing conforms to law, any applicable confidentiality agreements, and our policies and practices.

Where we share personal information among our affiliates or other third parties (our 'Agents') we will obtain assurances from our Agents that they will safeguard personal information consistent with this policy and will transfer personal data only for limited and specific purposes. Examples of appropriate assurances that may be provided by Agents include: a contract obligating the agent to provide at least the same level of protection as is required by the relevant Principles, being subject to EU Data Protection Directive 95/46/EC,

EU-U.S. Privacy Shield certification by the Agent, or being subject to another European Commission adequacy finding.

HeraldUK, Inc recognizes its responsibility and potential liability for onward transfers to Agents. Where HeraldUK, Inc has knowledge that an Agent is using or disclosing personal information in a manner contrary to this policy and/or the level of protection as required by the Principles, HeraldUK, Inc will take reasonable and appropriate steps to prevent, remediate or stop the use or disclosure. If HeraldUK, Inc transfers personal information to non-agent third parties acting as a controller, HeraldUK, Inc will apply the Notice and Choice Principles unless a derogation for specific situations under European data protection law applies and will obtain assurance from these parties that they will provide the same level of protection as is required under the Principles.

You have the right of access to your personal data at any time by application to privacy@heralduk.com. You may also choose to restrict the disclosure or use of your personal information by application to privacy@heralduk.com.