

Last Updated: Jan 24th 2018 Pad Innovation Ltd (“Pad,” “we,” and “us”) respects the privacy of its users (“you”) and has developed this Privacy Policy to demonstrate its commitment to safeguarding your privacy. This Privacy Policy describes the information we collect, how that information may be used, with whom it may be shared, and your choices about such uses and disclosures. We encourage you to read this Privacy Policy carefully when using our application or services or transacting business with us. By using our website or application (our “Service”), you are accepting the practices described in this Privacy Policy. If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

1. Information we collect about you. In General. We may collect information that can identify you such as your name, email address and telephone number (“personal information”) and other information that does not identify you. We may collect this information through a website or a mobile application. By using the Service, you are authorising us to gather, parse and retain data related to the provision of the Service.

- **Information you provide.** In order to register as a user with Pad, you will be asked to sign in using your email address. We may collect and store additional personal information you provide while using our Service or in some other manner. This may include identifying information, such as your name, address, email address, telephone number, and personal information such as occupation and moving situation. You may also provide us preferences for property, such as location of interest, budget, furnished state, number of bedrooms and move in date.

Use of technologies to collect information. We use various technologies to collect information from your device and about your activities on our Service.

- **Information collected automatically.** We automatically collect information from your browser or device when you visit our Service. This information could include your IP address, device ID and type, your browser type and language, the operating system used by your device, access times, your mobile device’s geographic location while our application is actively running, and the referring website address.
- **Cookies and Use of Cookie Data.** When you visit our Service, we may assign your device one or more cookies to facilitate access to our Service and to personalise your experience. Through the use of a cookie, we also may automatically collect information about your activity on our Service, such as the pages you visit, the time and date of your visits and the links you click. If we advertise, we (or third parties) may use certain data collected on our Service to show you Pad advertisements on other sites or applications.
- **Google Analytics.** We use Google Analytics to collect and store data that enables us to analyse the use of our Service. Google Analytics collects and stores statistical and other information about website use by means of cookies, which are stored on users’ computers. Certain advertising features have been enabled that may collect data via the user of advertising cookies and anonymous identifiers; > Google Analytics Demographics & Interest Reporting To prevent your data being collected by Google Analytics you may opt-out via Google Analytics’ [currently available opt-outs](#) for the web. Google’s privacy policy is available at: <https://www.google.com/policies/privacy/>
- **Other Technologies.** We may use standard Internet technology, such as web beacons and other similar technologies, to track your use of our Service and to deliver or communicate with

cookies. We also may include web beacons in advertisements or email messages to determine whether messages have been opened and acted upon. The information we obtain in this manner enables us to customise the services we offer users, to deliver targeted advertisements and to measure the overall effectiveness of our online advertising, content, programming or other activities.

2. How we use the information we collect. In General. We may use information that we collect about you to:

- deliver and improve our products and services, and manage our business;
- manage your account and provide you with customer support;
- perform research and analysis about your use of, or interest in, our or others' products, services, or content;
- communicate with you by email, telephone and/or mobile devices about products or services that may be of interest to you either from us or other third parties;
- develop, display, and track content and advertising tailored to your interests on our Service and other sites, including providing our advertisements to you when you visit other sites;
- website or mobile application analytics;
- verify your eligibility and deliver prizes in connection with contests and sweepstakes;
- enforce or exercise any rights in our [Terms of Use](#); and
- perform functions or services as otherwise described to you at the time of collection.

3. With whom we share your information. Personal information. We do not share your personal information with others except as indicated in this Privacy Policy or when we inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with:

- **Service providers:** We may share information, including personal information with third parties that perform certain services on our behalf. These services may include booking viewings, providing customer service and marketing assistance, performing business and sales analysis, ad tracking and analytics, supporting our Service functionality, and supporting contests, sweepstakes, surveys and other features offered through our Service. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.
- **Other Situations.** We may disclose your information, including personal information:

a. in response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us.

b. if we are required to do so by law; in connection with any legal proceedings or prospective legal proceedings; to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk); to the purchaser (or prospective purchaser) of any business or asset that we are (or are contemplating) selling; and to any person who we reasonably believe may apply to a court or other competent authority for disclosure of that

personal information where, in our reasonable opinion, such court or authority would be reasonably likely to order disclosure of that personal information.

c. when we believe disclosure is appropriate in connection with efforts to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our [Terms of Use](#) or other agreements or policies. **d.** in connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Aggregated and/or non-personal information. We may use and share non-personal information we collect under any of the above circumstances. We may combine non-personal information we collect with additional non- personal information collected from other sources. We also may share aggregated, non-personal information, or personal information in hashed, non-human readable form, with third parties, including advisors and investors, for the purpose of conducting general business analysis or other business purposes. For example, we may engage a data provider who may collect web log data from you (including IP address and information about your browser or operating system), or place or recognize a unique cookie on your browser to enable you to receive customized ads or content. The cookies may reflect de-identified demographic or other data linked to data you voluntarily have submitted to us (such as your email address), that we may share with a data provider solely in hashed, non-human readable form. To opt-out of cookies that may be set by third party data or advertising partners, please go to [http:// www.aboutads.info/choices/](http://www.aboutads.info/choices/). **4. How you can access your information.** If you have a Pad account, you have the ability to review and update your personal information within the Service by opening your account via the mobile application and going to settings. More information about how to contact us is provided below. We will retain certain information associated with your account for analytical purposes and record keeping integrity, as well as to prevent fraud, enforce our [Terms of Use](#), take actions we deem necessary to protect the integrity of our Service or our users, or take other actions otherwise permitted by law. In addition, if certain information has already been provided to third parties as described in this Privacy Policy, retention of that information will be subject to those third parties' policies.

- **Obtaining your information.** You may instruct us to provide you with any personal information we hold about you. Provision of such information will be subject to: **a.** the payment of a fee (currently fixed at £10.00 or \$12.00); and **b.** the supply of appropriate evidence of your identity (for this purpose, we will usually accept a photocopy of your passport certified by a solicitor or bank, plus an original copy of a utility bill showing your current address). We may withhold such personal information to the extent permitted by law.

5. Your choices about collection and use of your information.

- You can choose not to provide us with certain information, but that may result in you being unable to use certain features of our Service because such information may be required in order for you to register as user; request to book a viewing on a property; participate in a contest, promotion, survey, or sweepstakes.
- Our Service may also deliver notifications to your phone or mobile device. You can disable these notifications by changing the settings on your mobile device.

- You can also control information collected by cookies. You can delete or decline cookies by changing your browser settings. Click “help” in the toolbar of most browsers for instructions.
- You may instruct us not to process your personal information for marketing purposes, by sending an email to us. In practice, you will usually either expressly agree in advance to our use of your personal information for marketing purposes, or we will provide you with an opportunity to opt-out of the use of your personal information for marketing purposes.

6. How we protect your personal information. We take security measures to help safeguard your personal information from unauthorised access and disclosure. However, no system can be completely secure. Therefore, although we take steps to secure your information, we do not promise, and you should not expect, that your personal information, or other communications will always remain secure.

7. Visiting our Service from outside the United Kingdom. If you are visiting our Service from outside the United Kingdom, please be aware that your information may be transferred to, stored, and processed in the United Kingdom where our servers are located and our central database is operated. By using our services, you understand and agree that your information may be transferred to our facilities and those third parties with whom we share it as described in this privacy policy.

8. No Rights of Third Parties. This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to users of the website.

9. Changes to this Privacy Policy. We will occasionally update this Privacy Policy. When we post changes to this Privacy Policy, we will revise the “last updated” date at the top of this Privacy Policy. We recommend that you check our Service from time to time to inform yourself of any changes in this Privacy Policy or any of our other policies.

10. How to contact us. If you have any questions about this Privacy Policy, please contact us by email or postal mail as follows: Pad Innovation Limited, Unit 2, 37-42 Charlotte Road, Shoreditch, London, EC2A 3PG or hello@Pad.com