

Privacy Notice

Our contact details

Name: now-u

Address: Granville Road, Sevenoaks, Kent, United Kingdom

E-mail: hello@now-u.com

Point of contact for data protection: Lizzie Elgar at lizzie@now-u.com

What type of information we have

We currently collect and process the following information:

- Name
- Email address

We may also collect and process the following information:

- Location
- Age
- Gender
- Occupation
- Voting constituency
- Donation preferences
- Residential status
- Mobile application user statistics

How we get the information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

- Signing up to receive emails from us
- Participating in our user testing
- Creating an account on our mobile application
- Inputting personal information into your user profile on our mobile application

We also receive personal information indirectly, from the following sources in the following scenarios:

- Monitoring how users engage with our mobile application

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information are:

- (a) Your consent. You are able to remove your consent at any time. You can do this by contacting support@now-u.com;
- (b) We have a legitimate interest.

What we do with the information we have

We use your name and email address to give you access to our mailing list, user testing and/or our mobile application. We use the other items of personal information listed above to improve user experience on our application. We may also ask for your age, gender and occupation as part of our user testing to inform our user research analysis, with the aim of improving user experience. We will not share this information with anyone outside of the relevant members of the now-u team.

How we store your information

All of your information is stored in digital form. Your information is securely stored either in limited-access Google Drive folders or on the now-u database.

If you have signed up to our mailing list, we will keep your name and email address for as long as now-u is operating, or until you unsubscribe. In the case that you decide to unsubscribe from the mailing list, we will dispose of your information by deleting your data from our files.

If you have signed up to participate in our user testing, we will keep the personal information you have provided for as long as now-u is analysing user testing data, or until you make a request for your user information to be removed from our records. Once we have finished analysing our user testing data and completed any follow-up enquiries, we will delete your personal information, but retain your feedback in an anonymised form. In the case that you make a request for us to delete your personal information, we will dispose of your information by deleting all of your data from our files.

If you have provided us with personal information through the use of our mobile application, we will keep your mobile application profile data for as long as now-u is operating, or until you make a request for your user information to be removed from our records. You will be able to update the personal information linked to your user account on our mobile application at any time. To request for your mobile application profile data to be deleted, please email support@now-u.com. In the case that you ask us to delete your user profile, we will dispose of your information by deleting your profile, and all of the accompanying personal information, from our database. You can also make a request for us to delete particular items of personal information, again by emailing support@now-u.com.

Your data protection rights

Under data protection law, you have rights including:

Your right of access - You have the right to ask us for copies of your personal information.

Your right to rectification - You have the right to ask us to rectify information you think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your information in certain circumstances.

Your right to object to processing - You have the the right to object to the processing of your personal data in certain circumstances.

Your right to data portability - You have the right to ask that we transfer the information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we have one month to respond to you.

Please contact us at support@now-u.com if you wish to make a request.

How to complain

You can also complain to the ICO if you are unhappy with how we have used your data.

The ICO's address:

Information Commissioner's Office

Wycliffe House

Water Lane

Wilmslow

Cheshire

SK9 5AF

Helpline number: 0303 123 1113