Privacy Policy

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Famly respects and cares about your privacy. This Privacy Policy ("Policy") describes the information we collect about you and how we use, process, disclose and protect your information. We also explain your data protection rights.

Famly ApS, Borgergade 2, 5., 1300 København K, Denmark ("Famly", "we", "us", "our") is the entity responsible for the processing of information in accordance with this Policy. We operate this website and provide the Famly Services, meaning the Famly early childhood service platform and related products, applications and services. In this Policy, we act as a **controller** for the personal data we collect, meaning we determine how and why your personal data is used. We ensure that your personal data is processed in accordance with the GDPR, UK GDPR and Swiss new Federal Act on Data Protection (nFADP) (as may be applicable).

1. Who this Privacy Policy applies to

This Privacy Policy applies to you if you are a:

Customer or Prospect
You, as a representative of a customer or prospect, where you interact with Famly. This includes having a contract with us, exploring and discussing our services, how we manage customer accounts, communicating with our sales team, receiving support from us, participating in demos, events, webinars or meetings, or receiving marketing or service-related emails from us.

User of the Famly Services
You, as a staff user (employees of our customers) or end-user (parents, guardians and family members whose childcare provider uses the Famly Services), have an account on the Famly platform.

Website visitor
You, as an individual visiting our website, may interact with Famly outside of a customer relationship. This includes when you visit our website at www.famly.co, interact with our online content, or sign up for our newsletter.

User of the Village community
You, as an individual, who signs up for and participates in the Village community.

When does this Policy <u>not</u> apply?
When it comes to all other data, such as children's information, that is added to the Famly platform by childcare providers (our customers, their employees and end-users), we only process that data on behalf of the childcare provider as data processors. Such processing is subject to a data processing agreement we have in place with the customer. This policy does **not** apply to such processing activities.

For information on how data is processed within the Famly Services on behalf of childcare providers - including children's data - you can take a look at the summary here, or speak directly with your childcare provider.

2. Data We Collect and How We Collect It

The data we collect depends on how you interact with us, our Website and the Famly Services. Most of the information is provided by you directly, but we may also collect some details automatically, and in some cases, we may receive information from third-party services.

Customers/Prospects/Partners

Interaction	**Type of data**	**Data Subjects**
When you: • Sign up for our newsletters/other marketing-related material, demos, webinars, and free trials of the Famly Services; • Participate in contests/competitions, studies/surveys, events or webinars; • Have a call with our sales team; • Want to become our customer; • Want to enter into a partnership with us The data is provided directly by you via forms, registrations, or communications.	• First name, last name, email, phone number, your role, and the company you work for; • Any personal data shared in meetings with our sales team; • Audio or video recordings which may include your personal data, such as name and image or other personal data revealed during the recording; • Your personal image or photo (if visible) during our online webinars/events and other video recordings.	Employees of prospects, customers or potential partners
Become our customer or a partner. This data is provided directly by you or the Customer.	• Name, email, title of authorised signatories; • Billing information, e.g. your credit or debit card details and billing address (generally this would be the details of the company you work for, i.e. our customer, but in some cases this can also be considered your	Employees of customers and partners.

	personal information).	
Business meetings and customer support/advisory interactions (when Famly processes it for its own business purposes, including quality assurance, service improvement, and staff training), and when you provide us with customer feedback or a customer testimonial. The data is provided directly by you during the interactions.	• First name, last name, email, phone number, your role, and the company you work for; • Your name and the content of your feedback/ideas, if you give us customer feedback; • Personal data shared during support and business interactions, including content provided via our support function or email, audio or video recordings with your name, image or other revealed information, records, transcripts or notes from support, advisory or business meetings, information shared or visible during account management, feature discussions, product feedback, customer testimonies, screen shares or screenshots.	Employees of prospects and customers.
Famly utilises Stripe's identity verification services and financial fraud prevention services. Famly does not collect the data required for the services, that is done by Stripe. Processing is subject to Stripe's Privacy Policy.	• Identity Verification - Famly only receives "verified" or "not verified" status. Stripe may collect sensitive information as part of the identity verification process. • Fraud prevention services - Famly only receives risk rating. To provide the services, Stripe may collect payments transaction data, advanced fraud detection data (device characteristics, activity indicators), bank connections data, IP	Employees of customers.

	address, and physical address information.	
Famly may have to assist customers with In-app payments related payment issues and transmit support-related documentation to Stripe (such as evidence).	• Any support-related documentation provided by customers, which may contain personal data.	Employees of customers, end-users using the In-App payments feature.
Third-party lead generation. The data is obtained from third-party lead generation providers or from publicly available sources.	• B2B contact details, name, email, phone number.	Prospects, including employees of prospects.

Users of the Famly Services - Staff users

Interaction	**Type of data**	**Data subjects**
How staff users use the Famly platform. The data is collected automatically during platform usage.	• Anonymised or pseudonymised location data (country, timezone), browser information, user ID, usage and activity data of staff users using the Famly Services, unless otherwise specifically stipulated to you by our customer.	Employees of customers.
To deliver support and account management services.	• Name, email, role, last login, last 7 days login sessions	Employees of customers.

Users of the Famly Services - End users

Interaction	**Type of data**	**Data subjects**

End-users opting in to use Tax Free Childcare (the UK government scheme) to pay for childcare services within the Famly platform. This is subject to the end-user consent. The data is provided by the end user and HMRC.	• Child date of birth and child reference number (that the parent/guardian receives from HMRC) are processed and shared with HMRC; • HMRC then shares the child name, the payment amount to be taken out of the TFC account and the TFC account balance for Famly to make visible on the Famly platform.	Children of end-users opting in for the payment option.
End-users making payments via the Famly In-app payment feature. To facilitate payment processing via Stripe, we access and process certain limited data that comes from the end-user's profile in the Famly platform, information provided directly by the end-user and payment data from Stripe.	• Full name, email, loginID, and address from the bill payer's profile (end-user) to identify the payer and enable the requested payment transaction; • Payment amount, date of payment, status of payment, last 4 digits of card number or bank account, expiration dates of cards, sort code, payment method, one-time payment or future payment setup, card declines information to display transactional information within the Famly platform	End users who have set up a payment method and pay via the In-app payment feature.
Famly uses Stripe's financial fraud prevention services for end-user payment made via the In-app payments feature. Famly does not collect the data required for the services, that is done by Stripe. Processing is subject to Stripe's Privacy Policy.	• Fraud prevention services - Famly only receives risk rating. To provide the services, Stripe may collect payments transaction data, advanced fraud detection data (device characteristics,	End-users making payments via the In-app payment feature.

	activity indicators), bank connections data, IP address, and physical address information.	
Famly may have to assist end-users with In-app payment related payment issues and transmit support-related documentation to Stripe (such as evidence).	• Any support-related documentation provided by the end-user, which may contain personal data.	End-users making payments via the In-app payment feature.
Feedback/ideas we receive from end-users. The data is provided directly by the end-user.	• Name, email, and the content of the feedback/ideas.	End users giving feedback/ideas to Famly.

Website visitors

Interaction	**Type of data**	**Data subjects**
Famly website usage. We may automatically collect standard data provided by your web browser (from your device), and via necessary cookies. If you have given your consent, we may also collect data from other types of cookies. The data is collected automatically via cookies and similar technologies.	• Your IP address, browser type and version, type of device, geographical location, browser plug-in types, browser language, operating systems and versions, etc.; • Email, phone number, Facebook or Google click ID; • Which pages you click on our Website, links you click on, what products/services you view, time and date of your visit, how long you stay on our pages, what you do on those pages, etc.; • Experiment exposure timestamps, repeat-visit status, and visit frequency;	Website visitors.

	• Other data collected through cookies and other tracking technologies (see our Cookie Policy for further information).	

Users of the Village community

Interaction	**Type of data**	**Data subjects**
Signing up for the Village community and events hosted on Village. The data is provided directly by the users of the community.	• Full name, email and any data entered by users into Village; • User's personal description, role, company, job title, LinkedIn URL, Instagram URL, Facebook URL, Twitter URL, website, location, bio, if provided;	Village Community users.
Participating in the Village community. The data is provided directly by the users of the community.	• Communication and content shared on the Village; • Messages with others also using the Village.	Village Community users.
Village website usage. We may automatically collect standard browser and devices data and certain usage data through the Village platform, which is powered by CircleCo.	• Your IP address, type of device, access type (web/app), geographical location, browser plug-in types, browser language, operating systems and versions, login activity, volume of messages, etc.	Village community users.

3. Why We Collect Your Data

We collect and process your data for the reasons listed below. If you are from the European Economic Area (EEA), the UK or Switzerland, we process your data based on the legal bases outlined:

Who this applies to	Why we process your data	What this includes	Legal basis
Customers, staff users, prospects	To provide, maintain, manage and support the Famly Services, and perform account management activities	We process your personal data to provide a free trial, handle your subscription and other product purchases, deliver our services, manage our business relationship, contact you for administrative reasons and provide you with support related to the business relationship. We may synchronise limited messages from Intercom with Hubspot to facilitate communication and maintain customer records. We may sync certain limited employee information required for account management from the Famly platform.	Consent, to perform our contract with you and comply with legal obligations and our legitimate interests to provide our services as long as your interests and fundamental rights don't override those interests. Where you have not entered into a contract with us, we rely on our legitimate interests to provide our services to you.
Customers, staff users, end-users, prospects	For support service improvement, business and product development	We use AI systems to review our customer support conversations with you (both in chat and email) to gather accurate and meaningful insights. If you decide to share any personal data via our support chat/email, it will be processed by the AI systems, but for the sole purpose of generating an output. We encourage you to only share the personal data necessary in order for our customer support team to support you. We also analyse usage patterns and service interactions to understand how customers (staff users)	Legitimate interests to continuously improve our support services to meet evolving customer expectations, ensure consistent support quality across teams through ongoing monitoring and evaluation, train our staff, analyse, develop and improve our services and develop internal insights that promote efficient and responsive service delivery. By reviewing support interactions and platform engagement, we can identify usability trends that directly inform the

		engage with the Famly platform. These insights from support interactions and platform usage help us enhance the quality of our support, identify recurring challenges and usability trends, develop new features, evaluate our business performance, and guide the ongoing development and improvement of the Famly Services. Where records of support and business-related interactions with customers contain personal data, we may process that personal data for quality assurance, staff training and account management purposes. When we process usage and activity data from staff users, this typically involves counting interactions (e.g. the number of times logged in or the number of times a feature is used). These counts or events are generally used to generate benchmarking data, helping us to improve our services while maintaining privacy. This data does not identify you individually, or we have taken steps to ensure it cannot be attributed to you without additional information, which is kept securely and separately. Where possible and sufficient for our purposes, we aggregate the data. Please note that anonymised data falls outside the scope of the GDPR, UK GDPR, and nFADP. We may create and publish reports with our insights, provided that such data does not identify any	development and refinement of our platform, enabling our product and engineering teams to prioritise enhancements that reflect real user needs and ensure the Famly platform evolves in a way that delivers meaningful value to the early years settings we serve, as long as it's proportionate and your interests and fundamental rights don't override those interests.

		individual or customer, directly or indirectly.	
Prospects, customers (staff users), end-users (if they call support)	To offer phone support, deliver sales demonstrations via video call, and reach out to prospects	Calls may be recorded, and if any personal data is shared during the call, it is captured in the recording.	Phone calls with support: consent. Video demonstration calls: consent. Phone call with prospects (UK only): legitimate interests for quality monitoring, service improvement, and staff training purposes.
Customer, end-users	To provide In-app payment feature on the Famly platform, including related in-platform reporting features and support services	Famly uses Stripe Payments Europe Ltd. ("Stripe") to provide the In-app payment feature in the Famly Platform. Famly may collect your personal data only to facilitate the secure transmission of limited data between the Customer and Stripe to enable these payments and make failed payment information available to the Customer. Famly may also process any documentation provided to us in relation to support, including transmitting the documentation to Stripe.	Perform our contract to provide the In-app payment services. Comply with our legal obligations.
End-users	To provide Tax-Free Childcare (UK government scheme) as a payment option within Famly Services	If you are an end-user in the UK and choose to use Tax-Free Childcare (TFC) as a payment option within the Famly Services, we process certain personal data to enable this functionality and to comply with applicable legal and regulatory requirements. Famly has a data-sharing arrangement with HM Revenue & Customs (HMRC)	Consent.

		for the purposes of integrating with the UK government's TFC scheme via an API. In this context, we process personal data to facilitate payments made through the TFC, verify eligibility, and ensure that payments are correctly allocated and reported. This includes processing information required to connect the Famly Services with HMRC systems and to facilitate the flow of payments to childcare providers (our customers). Data relating to the TFC scheme is only shared with HMRC.	
Customers, end-users	To protect the Famly Services and prevent fraud	We may monitor the Famly Services to prevent and detect misuse or fraudulent activity. We use Stripe's fraud detection and identity verification services to assess payments and verify identity where needed. Depending on the verification method, Stripe may collect identity information directly from the customers and provide us with a verification outcome (e.g., verified / not verified) and related metadata. We use this information to prevent fraud, secure accounts, and comply with legal requirements. The personal data Stripe collects may include transactional data and identifying information about devices that connect to its services. Stripe uses this information to operate and	Legitimate interests to maintain our services, prevent fraud, protect our services and users, and ensure efficient business operations, as well as compliance with legal obligations, as long as your interests and fundamental rights don't override those interests.

		improve the services it provides to us, including for fraud detection, loss prevention, authentication, and analytics related to the performance of its services. The processing is subject to Stripe's Privacy Policy.	
Website visitors, prospects, customers or those who have opted in for newsletters	To engage in marketing and sales activities	We process your personal data for marketing and sales-related purposes. This includes sending you newsletters and other marketing or product-related communication, tailoring communication with you to accommodate your area of interests, offering you the opportunity to participate in contests/competitions or studies/surveys and communicating to you about events and webinars, including managing the events, reaching out to you, provided you are a B2B prospect. We may also share limited personal data with our advertising partners, such as Meta and Google, in order to measure the effectiveness of our campaigns and to support retargeting, optimisation, and personalisation of our advertising. Before being shared, this data is hashed using industry-standard cryptographic techniques, meaning it cannot be directly used to identify you.	Consent, legitimate interests in promoting our services to relevant customer prospects, provided the recipient's contact is related to their professional role or business context.
Website visitors	To improve, optimise and/or modify the experience and	We may use your personal data to identify you as a visitor, understand how you navigate our Website, compile statistics for the use	Consent, comply with legal obligations, our legitimate interests to operate our Website and provide our services to you, or to

	functionality of our Website	of our Website, and personalise the content displayed to you.	pursue the legitimate interests of third parties as long as your interests and fundamental rights don't override those interests.
Village community user	To provide, manage and maintain the Village community services	If the customer opts in for the Village community and you join the community, we process your personal data in order to provide the service.	To perform our contract with you, our legitimate interests to operate our Website and provide our services to you as long as your interests and fundamental rights don't override those interests.
Village community user	To analyse the usage of the Village community services	We collect certain usage data to understand user engagement.	Our legitimate interests to improve the services, as long as your interests and fundamental rights don't override those interests.
Partners	To enter into partnerships	We process your personal data to enter into partnerships with you as our partner. We need to be able to fulfil our obligations under the agreement and administer the relationship with you.	To perform our contract with you, comply with legal obligations.
All groups the Policy applies to	To comply with legal obligations and to exercise or defend legal claims	We may process your personal data to comply with legal obligations and requirements, requests from public and governmental authorities, and to protect our operations and rights.	Comply with our legal obligations, for the establishment, exercise or defence of legal claims.

In certain circumstances, we may collect your personal information on a different legal basis. If we do so, we will explain the processing to you in a supplementary notice.

4. How We Share Your Data

We may share your data with third parties in the following situations:

- **Third-party service providers.** We work with such parties to provide and host the Website, manage communications with our customers and anyone who contacts us, facilitate and enhance our sales process, analyse the Website and, in some cases, the Famly Services, market our Famly Services, process payments and organise events. You can find further information about the third party services providers below in the section *Use of Third-Party Providers*.
- **Business transfers/transactions**. We may share and/or transfer your personal data if we become involved in a bankruptcy, merger, acquisition, or any other form of sale of some or all of our assets. This Policy will continue to apply to your information after the information has been transferred to the new entity.
- **Legal requirements and law enforcement.** We may share your personal data if we, in good faith, believe we need to share it to satisfy applicable law, regulation, legal process or enforceable governmental request, or to protect and defend the rights or property of the company, protect ourselves against liability, fraudulent, abusive or unlawful uses.
- **With group companies.** We may share your personal data with our subsidiaries (Famly ApS is the parent company), in which case we will require them to honour this Policy.

We do not sell or rent your data to marketers or third parties.

We always make sure that there is an agreement in place regarding how our third-party providers process the data on our behalf, including that they have appropriate security and organisational measures in place. If data is transferred outside of the EEA, UK or Switzerland, we take further measures before entering into an agreement with such a third party. See more details on that in the *Data Transfers* section below.

5. Data Transfers

Some of our third-party providers process and store the data outside the EEA, UK or Switzerland. When the processing requires a transfer outside of those countries and areas, we will ensure that the transfer is adequately protected in accordance with the GDPR, the UK GDPR and the Swiss new Federal Act on Data Protection (nFADP).

We do not transfer your personal data outside of the EEA, UK or Switzerland, unless we have secured adequate protection of your data in the receiving country. We may rely on one of the following safeguards, as applicable:

- The EU - U.S. Data Privacy Framework, UK Extension to the EU - U.S. Data Privacy Framework, Swiss - U.S. Data Privacy Framework.
- Other appropriate safeguards recognised by the GDPR; UK GDPR, and/or the nFADP, such as adequacy decisions or binding corporate rules.
- Incorporating the Standard Contractual Clauses approved by the European Commission Decision of 4 June 2021 as amended from time to time, the International Data Transfer Agreement ("IDTA") issued by the Information Commissioner's Office under Section 119A of the Data Protection Act 2018 (effective from 21 March 2022), and/or the International Data Transfer Addendum ("Addendum") issued by the Information Commissioner's Office under Section 119A of the Data Protection Act 2018 (effective from 21 March 2022), or Data Protection Clauses approved by the Swiss Federal Data Protection and Information Commissioner ("*FDPIC*").

6. How Long We Retain Your Data

We do not keep your data longer than necessary to fulfil the purpose for which it was collected or as required by applicable laws or regulations. Therefore, the retention period may differ. It

depends on the type of data and the purpose for which we collect and process it. When we no longer have a valid reason to keep your data, we'll either delete it or anonymise it so that it doesn't identify you.

As for our customers, we keep data related to the contractual relationship for the duration of the relationship and 5 years thereafter.

For our newsletter and marketing-related material that you subscribe to, we keep your data as long as you subscribe to it or for two years after our most recent contact with you. If you unsubscribe from it, we will keep your data for two years after you unsubscribe, so that we can demonstrate that we have not sent you any marketing material as of the day you unsubscribed.

AI systems used in relation to our customer support chat and email inbox are subject to zero retention, meaning these AI systems only store the input (which may contain personal data if you share any in your message) in order to generate the output (which generally do not contain any personal data), and then immediately deletes the data from the AI systems data center.

We keep your data collected through cookies as outlined in the Cookie Policy.

7. How We Protect Your Data

The security of your personal data is very important to us. We follow generally accepted industry standards to protect the information. We have in place technical and organisational measures to prevent your personal data in our possession from accidentally or illegally being deleted, released, lost, impaired or coming into the knowledge of any unauthorised persons, abused or in any way processed against the GDPR, UK GDPR and/or nFADP.

However, no method of transmission over the Internet or method of electronic storage is 100% secure. Although we strive to protect your personal data, we cannot ensure or warrant absolute security of the information you transmit to us.

If we become aware of a data breach, we will inform you and the authorities in accordance with applicable law.

8. Use of Third-Party Providers

We, similar to other SaaS businesses, use third parties to help us host our Website, provide our services, facilitate the sale process, communicate with you, etc. We select our third-party partners very carefully. Your data is only shared with them when strictly necessary. Those third parties only process data on our behalf and may not use it for their own purposes.

We use the following third parties:

- Webflow Inc. to design our Website, the Website forms and host our Website. We also use Webflow Optimize feature to analyse visitor behaviour, run A/B tests and personalise content on our Website;
- CircleCo Inc. is used to provide Village and host events;
- Riverside FM Inc. is used to record virtual customer testimonials and host events;
- Google LLC for marketing and targeted advertisement;
- Meta Platforms Ireland Limited for marketing and targeted advertisement;

- Hubspot Ireland Ltd. for our inbound marketing, customer relationship management and sales operations. It gathers all information submitted via a form on our Website, maintains our newsletter lists, sends newsletters and other marketing-related material, is connected with the user website journey, is used to facilitate our sales process and subscription upgrade, stores communication with our customers and syncs certain limited employee information required for account management from the Famly platform;
- Planhat AB as our customer success system for customer management;
- Gong Inc. to analyse and enhance our sales process, and to record and transcribe video calls. Gong is synced with Zoom and GoogleMeet;
- Get Accept AB to facilitate our sales process;
- Intercom R&D Unlimited Company, for customer support assistance (chat function), phone calls (which may be recorded and/or transcribed), to send out emails to our customers, and to send out surveys and receive customer feedback. Any messages sent via our customer support chat or customer support email inbox are processed by Intercom, including Intercom's AI sub-processors, as Intercom's AI features are enabled;
- DocuSign Inc. to sign contracts;
- Google Cloud EMEA Limited for emails, GoogleMeet video calls (which may be recorded and/or transcribed for notetaking and training purposes), consent forms and for Google Form to send surveys to customers and those who have accepted to participate in our surveys. We also use Google Gemini, a generative AI tool, to support various business operations, including transcribing video calls, providing writing assistance and summarising information, which may involve processing of customer contact information;
- Zoom Communications Inc. for video calls (which may be recorded and/or transcribed for notetaking and training purposes);
- Dialpad Inc. for phone calls (which may be recorded and/or transcribed for notetaking and training purposes upon explicit consent);
- Calendly LLC for scheduling meetings/events;
- Amazon Web Services EMEA SARL for hosting the Famly data warehouse. Limited employee information flows through and syncs with Hubspot for account management and analytical purposes. Records of support and sales interactions are stored and used to generate operational summaries for internal customer operations teams via Hubspot.
- Mixpanel Inc. to analyse certain limited pseudonymised usage of the Famly Services;
- Joincube Inc. to gather customer feedback;
- ProductBoard to manage the emails of users who add insights to Famly Roadmap;
- Dovetail Research Pty. Ltd., integrated with our video and phone call tools to capture customer insights, and store product discussion videos with customers;
- Zapier (Zapier Inc.) is used to send data between different softwares we use;
- Stripe Payments Europe Ltd./Stripe Inc., is used to process payments from our customers, and to offer the in-app payment service in the Famly platform. Stripe may collect personal data, including via cookies and similar technologies. The personal data Stripe collects may include transactional data and identifying information about devices that connect to its services. Stripe uses this information to operate and improve the payment services provided to us, including for fraud prevention and detection, authentication, and analytics. See more information on Stripe's Privacy Policy;
- HM Revenue and Customers in the UK (HMRC) (applies to the UK market, if end-users have opted in for using Tax Free Childcare as a payment option in the Famly Services);
- Anthropic Ireland Limited for Claude, a generative AI tool, to support various business operations, including providing writing assistance and summarising information, which may involve processing of customers' contact information.

We use certain services for Website analytics, which are connected with cookies, so please see further information in our Cookie Policy. For other third parties used in relation to cookies, please read our Cookie Policy.

9. Your Rights and Choices

It's important to us that you are aware of all your data protection rights and opt-in/opt-out choices. You are entitled to the following:

The right to access - you have the right to request for copies of your personal data.

The right to rectification - you have the right to request us to correct any information you believe is inaccurate.

The right to erasure - you have the right to request us to erase your personal data, under certain circumstances.

The right to portability - you have the right to receive your personal data in a structured, commonly used and machine-readable format (as may be applicable)

The right to restrict processing and object to processing - you have the right to request that we restrict the processing of your personal data, under certain circumstances, and a similar right to object to processing. **Opt out of marketing material**, if you have agreed to receive marketing material, you can always opt out and unsubscribe by clicking the "unsubscribe" button in the last newsletter email you received.

Withdraw your consent - if the processing is based on your consent, you have the right to withdraw it at any time. Your withdrawal will not affect the lawfulness of the processing carried out before you withdraw your consent.

If you make a request to us, we will answer your request as soon as possible and in any event within one month of receiving your request. If the request is very complex, we can extend the period by two additional months. We may decline to process your request if it is unreasonably repetitive, requires disproportionate technical effort, jeopardises the privacy of others, would be extremely impractical or for which access is not otherwise required.

If you have any questions regarding our processing activities or you wish to exercise your rights, you can send us an email: privacy@famly.co

10. Data Protection Officer

Famly has a Data Protection Officer, who is responsible for matters relating to privacy and data protection. This Data Protection Officer can be reached at the following address:

Famly ApS
Attn. Data Protection Officer
Borgergade 2, 5.,
1300 København K,
Denmark
privacy@famly.co

With regards to the UK - we are not required to have a UK representative because we have an establishment in the UK, our subsidiary Famly Ltd.

11. Contact and Complaints

If you have any questions or comments about this Privacy Policy or concerns about the processing of your personal data, you can contact us by email at privacy@famly.co.

You also have the right to lodge a complaint with the appropriate data protection authority. You will find information on how to lodge a complaint with:

- the Danish Data Protection Agency
- the UK Information Commissioner's Office
- the German Federal Data Protection Authorities
- the Swiss Federal Data Protection and Information Commissioner

12. Children and Our Services

Our services and website are not directed to children, you can't use our services if you are under the age of 16.

13. Changes to Our Privacy Policy

We may update our Privacy Policy from time to time. To stay informed about changes, please check this page periodically. The latest update date will always be listed at the top under "Last updated". For significant changes, we will notify customers with a manager or organisation manager role via email, using the email address provided on the Famly platform, and those who have signed up for our marketing-related material using the email address provided when signing up. By continuing to use our Website and Services after these updates, you agree to the revised Privacy Policy.