

Data Privacy Policy

Last Updated: 19 March 2026

Introduction

- a. Expanding Circle Limited (t/a **Altruistiq**) respects your privacy and is committed to protecting your personal data.
- b. This Privacy Policy explains how we collect, use and protect personal data when you:
 - I. visit our website at www.altruistiq.com (the **Website**);
 - II. register for events, webinars or similar activities; or
 - III. submit information through contact or demo request forms.
- c. This policy applies only to the Website and related interactions.
- d. Use of Altruistiq's software platform and services is governed by separate contractual terms and privacy documentation.

1. Who We Are

- 1.1 Altruistiq is a company registered in England and Wales (company number 13115702) with registered office at 6th Floor, One London Wall, London EC2Y 5EB.
- 1.2 We are registered with the UK Information Commissioner's Office (**ICO**) under registration number ZB066282.
- 1.3 If you have any questions about this policy, you can contact us at trustdata@altruistiq.com.

2. Personal Data We Collect

- 2.1 We collect limited personal data in connection with your use of the Website.

Information you provide

- 2.2 You may provide personal data when you:
 - (i) register for an event or webinar;
 - (ii) complete a contact or "Book a Demo" form; or
 - (iii) subscribe to communications.
- 2.3 This may include:
 - (i) name;
 - (ii) email address;
 - (iii) job title;

- (iv) company name;
- (v) country;
- (vi) information about your enquiry or requirements; and
- (vii) marketing preferences.

Technical and usage data

2.4 When you use the Website, we may automatically collect:

- (i) IP address;
- (ii) browser type and version;
- (iii) device information;
- (iv) time zone and general location;
- (v) pages viewed and interactions.

Cookies and analytics

2.5 We use cookies and similar technologies to:

- (i) understand how the Website is used;
- (ii) improve the performance and user experience;
- (iii) analyse traffic and engagement.

2.6 We use analytics and tracking tools including:

- (i) Google Analytics (to analyse Website usage and performance);
- (ii) LinkedIn Insight Tag (to measure engagement and support advertising and remarketing);
- (iii) Snitcher (to identify the organisations visiting our Website on an aggregated basis); and
- (iv) Salesforce and related tools (to manage enquiries, marketing activity and customer relationships).

2.7 These tools may collect information about your device, browsing behaviour and interactions with the Website.

2.8 Further information, including how to manage your cookie preferences, is available in our Cookies Policy.

3. How We Use Personal Data

3.1 We use personal data for the following purposes:

- (i) Website operation and improvement:
 - a. to operate, maintain and improve the Website; and
 - b. to understand usage patterns and performance.

- (ii) Responding to enquiries and demo requests:
 - a. to respond to your requests or enquiries;
 - b. to provide information about our products and services.
- (iii) Event registration and management:
 - a. to register you for events or webinars;
 - b. to communicate with you about those events;
 - c. to manage attendance and follow-up.
- (iv) Marketing communications:
 - a. Where permitted by law, we may send you information about:
 - i. our products and services;
 - ii. relevant insights or content; or
 - iii. future events.
 - b. You will only receive marketing communications where:
 - i. you have provided consent; or
 - ii. we are otherwise permitted to do so under applicable law.
 - c. You can unsubscribe at any time.
- (v) Analytics and improvement:
 - a. We use analytics and tracking tools to:
 - i. analyse Website usage and performance;
 - ii. understand engagement with content, events and communications; and
 - iii. improve the Website and our marketing activities.
 - b. This may include:
 - i. Aggregating usage data;
 - ii. Identifying organisations that visit the Website (on a non-individual basis); and
 - iii. Using advertising and marketing tools to understand and improve engagement.
 - c. Some of these activities may involve the use of cookies or similar technologies and will be carried out in accordance with applicable law and your cookies preferences.

4. Legal Bases for Processing

4.1 We rely on the following legal bases under UK GDPR:

- (i) Legitimate interests (e.g. operating and improving the Website, responding to enquiries);
- (ii) Consent (e.g. marketing communications, non-essential cookies); and

- (iii) Legal obligations (where applicable).

5. Sharing Your Data

5.1 We may share personal data with:

- (i) service providers (including analytics providers, CRM systems, marketing platforms and event tools such as Google Analytics, LinkedIn, Snitcher and Salesforce);
- (ii) professional advisers; and
- (iii) regulators or authorities where required by law.

5.2 We ensure that any third-parties process personal data only on our instructions and subject to appropriate safeguards.

6. International Transfers

6.1 We may transfer personal data outside the UK or EEA where necessary.

6.2 Where this occurs, we ensure appropriate safeguards are in place, such as:

- (i) standard contractual clauses; or
- (ii) transfers to jurisdictions with adequate protection.

7. Data Retention

7.1 We retain personal data only for as long as necessary for the purposes described in this policy.

7.2 In general:

- (i) Website analytics data is retained for a limited period; and
- (ii) contact and event data is retained for a reasonable period to manage communications and relationships.

7.3 We retain data for longer where required for legal or regulatory reasons.

8. Security

8.1 We implement appropriate technical and organizational measures to protect personal data, including:

- (i) secure systems and access controls;
- (ii) encryption and secure transmission; and
- (iii) limiting access on a need-to-know basis.

9. Your Rights

9.1 Under data protection law, you have rights including:

- (i) access to your personal data;
- (ii) correction of inaccurate data;
- (iii) erasure of your data;
- (iv) restriction of processing;
- (v) objection to processing; and
- (vi) data portability (where applicable).

9.2 To exercise your rights, contact us at trustdata@altruistiq.com.

9.3 You also have the right to complain to the Information Commissioner's Office (ICO) (www.ico.org.uk).

10. Cookies

10.1 For details on how we use cookies, please see our Cookies Policy:

<https://altruistiq.com/policy/cookies>

11. Changes to this Policy

11.1 We may update this Privacy Policy from time to time.

11.2 Any changes will be published on this page.

12. Contact Us

12.1 If you have any questions about this policy or how we use your personal data, please contact:

trustdata@altruistiq.com

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