

Passionfruit Privacy Policy

Last Updated: 28 May 2025

1. Introduction Welcome to Passionfruit. Use Passionfruit Limited ("Passionfruit," "we," "us," "our") is committed to protecting the privacy and security of your personal data. This Privacy Policy explains how we collect, use, share, and protect your personal data when you use our Platform (available at usepassionfruit.com), engage with our specialist services, or otherwise interact with us. Passionfruit acts as a Principal Contractor, supplying specialist services via independent Specialists engaged as subcontractors. We operate as a UK-based employment business. This Privacy Policy should be read in conjunction with our Client Terms.

2. About This Policy This policy applies to personal data we process in relation to:

- **Clients:** Representatives of client companies who engage our services and use our Platform.
- **Specialists:** Independent freelance specialists who deliver services to our Clients as our subcontractors.
- **Website Visitors & Platform Users:** Individuals who visit our website or use our Platform.
- **Prospective Clients and Specialists:** Individuals who interact with us regarding potential services.

3. Data Controller Details Use Passionfruit Limited is the data controller for the personal data processed under this policy.

- **Company Number:** 13237931
- **Registered Office:** Camburgh House, 27 New Dover Road, Canterbury, Kent, United Kingdom, CT1 3DN
- **VAT Number:** 374633676
- **Contact for Data Protection Queries:** josh.wildman@usepassionfruit.com

4. What Personal Data We Collect We may collect and process the following categories of personal data:

- **For Clients (and their representatives/Client Users):**
 - Contact Information: Name, email address, phone number, job title.
 - Company Information: Company name, address, industry.
 - Account Information: User credentials for Platform access, User ID.

- Billing Information: Billing address, payment details (though often processed via third-party payment gateways, meaning we may not store full card details).
- Client Uploads: Any information or materials provided or uploaded by you or on your behalf in connection with our services, which may include personal data.
- Communication Records: Correspondence, feedback, support requests.
- Usage Data: Information about how you use our Platform and services.
- **For Specialists:**
 - Contact Information: Name, email address, phone number, address.
 - Professional Information: CV, portfolio, skills, experience, qualifications, references, details of previous projects.
 - Financial Information: Bank account details for payment, tax identifiers (e.g., VAT number, UTR if a sole trader).
 - Identification & Verification Information: Information required for Right to Work checks, identity verification, and other due diligence.
 - Contractual Information: SOW details, service agreements, performance information.
 - Communication Records: Correspondence, feedback.
 - Usage Data: Information about how you use our Platform.
- **For Website Visitors & Platform Users:**
 - Technical Information: IP address, browser type, operating system, device information.
 - Usage Information: Pages visited, time spent on site/platform, features used, links clicked.
 - Cookies: As detailed in our Cookie Policy

5. How We Collect Your Personal Data We collect personal data in the following ways:

- **Directly from you:** When you register for our Platform, request services, communicate with us, provide Client Uploads, or engage as a Specialist.
- **From Clients:** Clients may provide information about their employees or representatives who will be Client Users on the Platform.

- **From Specialists:** Specialists provide their professional and personal details during their onboarding process.
- **Automatically:** When you use our website or Platform, we may collect technical and usage data through cookies and similar technologies.
- **From Third Parties:** We may receive information from third-party sources, such as publicly available professional profiles (e.g., LinkedIn) when identifying potential Specialists, or from referees provided by Specialists.

6. Lawful Basis for Processing Your Personal Data We will only process your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- **Performance of a Contract:** Where we need to perform the contract we are about to enter into or have entered into with you (or the entity you represent), such as providing our Platform services, supplying Specialist services, or engaging you as a Specialist.
- **Legitimate Interests:** Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests. This includes operating and improving our Platform and services, managing our client and specialist relationships, ensuring security, and for our internal business purposes.
- **Legal Obligation:** Where we need to comply with a legal or regulatory obligation (e.g., tax obligations, Right to Work checks, compliance with the Conduct Regulations).
- **Consent:** Where you have given us explicit consent to process your data for a specific purpose (e.g., for certain types of marketing communications). You have the right to withdraw consent at any time.

7. How We Use Your Personal Data We use your personal data for the following purposes:

- To register you as a new Client or Specialist.
- To provide, operate, and manage the Passionfruit Platform and our specialist services.
- To facilitate the matching of Specialists with Client project requests.
- To manage our contractual relationship with you (Clients and Specialists), including processing SOWs, managing payments, and communicating with you.
- To carry out Right to Work checks for Specialists.

- To comply with our legal and regulatory obligations, including those as an Employment Business.
- For customer support and to respond to your enquiries.
- To manage and protect our business, Platform (including troubleshooting, data analysis, testing, system maintenance, support, reporting, and hosting of data).
- To improve our Platform, services, marketing, and customer relationships (e.g., using Usage Data or Feedback).
- To send you marketing communications if you have opted in to receive them.
- For internal record-keeping and audits.

8. Data Sharing and Disclosure We may have to share your personal data with the parties set out below for the purposes described in Section 7:

- **Specialists:** We share Client project details and relevant Client information with Specialists to enable them to assess and deliver services.
- **Clients:** We share Specialist profiles (experience, skills, qualifications) and project progress information with Clients.
- **Third-Party Service Providers:** Who provide services on our behalf. This includes:
 - IT and system administration services (e.g., cloud hosting, data backup).
 - Payment processing providers.
 - Analytics and search engine providers that assist us in the improvement and optimisation of our Platform.
 - Communication tools.
 - Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors, and insurers.
 - A more detailed list is available on request. Third-party service providers include: Deel, Revolut, HSBC, MangoPay, Stripe, Amazon, Google, Microsoft, Burgess Hodgson, Metabase, Slack, Hubspot, Xero.
- **Regulatory and Law Enforcement Bodies:** If required by law or in response to valid legal requests.
- **Business Transfers:** If we sell, transfer, or merge parts of our business or assets, your data may be transferred. We will notify you if this happens.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.

9. International Data Transfers Your personal data may be transferred to, and stored at, a destination outside the United Kingdom (UK) and the European Economic Area (EEA). Where we transfer your personal data out of the UK/EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- Transferring to countries that have been deemed to provide an adequate level of protection for personal data.
- Using specific contracts approved for use in the UK which give personal data the same protection it has in the UK (e.g., Standard Contractual Clauses or the UK International Data Transfer Agreement).

10. Data Security We have put in place appropriate technical and organisational security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorised way, altered, or disclosed. These measures include:

- Password protection, secure servers, and staff training. In addition, we limit access to your personal data to those employees, agents, contractors (including Specialists), and other third parties who have a business need to know. They will only process your personal data on our instructions and are subject to a duty of confidentiality. We have procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

11. Data Retention We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting, or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you. To determine the appropriate retention period, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure, the purposes for which we process it, and whether we can achieve those purposes through other means, and the applicable legal requirements

12. 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 personal 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 personal information in certain circumstances.
- **Your right to object to processing** - You have the right to object to the processing of your personal information in certain circumstances (e.g., where we are relying on legitimate interests or for direct marketing).
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.
- **Right to withdraw consent** - Where we rely on consent as our legal basis for processing, you can withdraw that consent at any time.

To exercise any of these rights, please contact us at josh.wildman@usepassionfruit.com. We may need to request specific information from you to help us confirm your identity.

13. Cookies and Similar Technologies

13.1 What are Cookies and Similar Technologies? Cookies are small text files that are placed on your computer or mobile device by websites that you visit. They are widely used to make websites work, or work more efficiently, as well as to provide information to the owners of the site. Similar technologies, such as web beacons, pixels, or local storage, also store and retrieve information on your device and can be used to track your actions or preferences over time. In this policy, when we refer to "cookies," we include these similar technologies.

13.2 How We Use Cookies on Our website (usepassionfruit.com) and our Platform use cookies for several purposes, including:

- To ensure our website and Platform function correctly.
- To understand how visitors and users interact with our website and Platform, allowing us to improve user experience and service performance.
- To remember your preferences and settings, making your interactions smoother and more personalized.
- To help us maintain the security of our services.

13.3 Types of Cookies We Use We use the following types of cookies:

- (a) **Strictly Necessary Cookies:** These cookies are essential for you to browse our website and use its features, such as accessing secure areas of the Platform. Without these cookies, services like user login and account management cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you've been on the internet. Consent is not typically required for these cookies.
- (b) **Analytical/Performance Cookies:** These cookies collect information about how you use our website and Platform, for instance, which pages you go to most often, and if you get error messages from web pages. These cookies don't collect information that identifies you directly. All information these cookies collect is aggregated and therefore anonymous. It is only used to improve how our website and Platform work. Examples include cookies from analytics providers like Google Analytics.
- (c) **Functionality Cookies:** These cookies allow our website and Platform to remember choices you make (such as your username, language, or the region you are in) and provide enhanced, more personal features. For example, they can be used to remember your login details or preferences. The information these cookies collect may be anonymised and they cannot track your Browse activity on other websites.

13.4 Specific Cookies and Third-Party Cookies

- **First-party cookies:** These are cookies set by Passionfruit directly.
- **Third-party cookies:** In some special cases, we also use cookies provided by trusted third parties. For example, we use Google Analytics to help us understand how you use the site and ways that we can improve your experience. These cookies may track things such as how long you spend on the site and the pages that you visit so we can continue to produce engaging content. For more information on Google Analytics cookies, see the official Google Analytics page.

13.5 Your Choices and Managing Cookies When you first visit our website or Platform, we will inform you about our use of cookies and, where required by law, seek your consent for the use of non-essential cookies. You have several options for managing cookies:

- (a) **Cookie Consent Tool:** You can typically adjust your preferences for non-essential cookies at any time via our cookie consent management tool.
- (b) **Browser Settings:** Most web browsers allow some control of most cookies through the browser settings. You can set your browser to block cookies or to alert you when cookies are being sent. However, if you block or delete cookies, especially strictly necessary cookies, you may not be able to access all parts of our website or Platform, and some features may not function

properly. To find out more about cookies, including how to see what cookies have been set and how to manage and delete them, visit www.aboutcookies.org or www.allaboutcookies.org.

- (c) Opting out of Analytics Cookies: To opt out of being tracked by Google Analytics across all websites, visit <http://tools.google.com/dlpage/gaoptout>.

13.6 Changes to Our Use of Cookies We may update our use of cookies from time to time and will update this Cookie Policy section accordingly. We will notify you of any significant changes to our cookie practices where required by law.

13.7 Further Information For further information about our data practices, please refer to the rest of this Privacy Policy or contact us using the details provided in Section 15 ("Contact Us & Complaints").

14. Changes to This Privacy Policy We keep this Privacy Policy under regular review. We may update this policy from time to time by publishing a new version on our website/Platform. You should check this page occasionally to ensure you are happy with any changes. We will notify you of significant changes. This version was last updated per the date at the top of the document.

15. Contact Us & Complaints If you have any questions about this Privacy Policy or our data protection practices, please contact us at:
josh.wildman@usepassionfruit.com.

You also have the right to make a complaint at any time to the Information Commissioner's Office (ICO), the UK supervisory authority for data protection issues (www.ico.org.uk). We would, however, appreciate the chance to deal with your concerns before you approach the ICO, so please contact us in the first instance.
