



## **inCyyte Privacy Policy**

The inCyyte Privacy Policy provides details and clarification on our collection and use of personal data so that you may have a clear understanding of how the data you provide to inCyyte is used.

We work hard to gain and retain your trust, and believe our Privacy Policy reflects the reasonable expectations of our users. We provide this to facilitate your review and understanding of inCyyte's present privacy policies and practices.

### **1. Personal information collected**

We collect information:

- When you register an account to become an inCyyte user ("User"), such as your name, gender, e-mail, postcode, country, and a password.
- When you view and interact with inCyyte pages, features, and functionality, including inCyyte mobile applications, software (like adding to your profile, participating in Groups, uploading contacts, etc.), and platform technology (like "Share on inCyyte" buttons or third party applications). We also collect your IP address, browser type, operating system, mobile carrier, and your ISP, and receive the URLs of sites from which you arrive or leave the inCyyte website, or sites that have embedded inCyyte platform technology.
- Through cookies and other technologies that allow us to recognise you, customise your experience, and serve advertisements both on and off inCyyte.
- When you interact with third party services available through inCyyte like surveys, polls or other third party research undertaken with your consent.

### **2. Uses of personal information**

We use the information you provide to:

- Enable you to share your information and communicate with other Users, or provide your personal details to third parties offering combined services with inCyyte;
- Administer your account with us and customise the service we provide to you and other Users; and to
- Send you service or promotional communications through email and notices on the inCyyte website.

- Connect you to opportunities by enabling other inCyyte members to find you on inCyyte.
- Create and distribute advertising relevant to you or your network's inCyyte experience. If you share your interactions on inCyyte, for example, when you recommend a product, establish or update your profile, join a Group, etc., inCyyte may use these actions to create social ads for your network on inCyyte using your profile photo and name.

We do not sell, rent, or otherwise provide personally identifiable information to third parties without your consent except where it is necessary to carry out your instructions (to process your payment information, for example) or as described in Section 2 of this Privacy Policy. We also provide you with the means to control whether or not your contact information is viewable to other Users through your profile.

Please note that in order to fulfil your requests for paid services (e.g., inCyyte Premium Services), we share your payment information with our payment processor.

### **3. Your Information Choices**

You can:

- Review, enhance or edit your personal information through your personal profile page;
- Control what information you make available to search engines through your public profile;
- Choose whether you install or remove any third party applications;
- Control the messages you receive from inCyyte and other Users;
- Change your settings to control visibility and accessibility through our website;
- Control whether inCyyte uses your name and profile photo in social ads; and
- Tell us to close your inCyyte account.

### **4. Your obligations to other Users.**

- Do not abuse the inCyyte service by using it to spam, abuse, harass, or otherwise violate the User Agreement or Privacy Policy.

## 5. Security

- Personal information you provide will be secured in accordance with industry standards and technology. Since the internet is not a 100% secure environment, we cannot ensure or warrant the security of any information you transmit to inCyyte. There is no guarantee that information may not be accessed, copied, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards.
- You are responsible for maintaining the secrecy of your unique password and account information and for controlling access to your email communications at all times.

## 6. How to contact us

If you have questions or comments please send them to us [here](#) or contact us at:

**inCyyte Limited**  
24 CEME Innovation Centre  
Marsh Way  
Rainham  
RM13 8EU  
Essex  
England

# inCyyte Privacy Policy

## Introduction:

The mission of inCyyte is defining the collective opinions of individuals in a community to enable them to be more influential. We work to fulfil this mission by helping you, your connections, and millions of other inCyyte members meet, exchange opinions, learn, make deals, and make decisions in a network of trusted relationships and groups.

Being part of inCyyte means sharing questions and opinions with other inCyyte members, communicating with them, as well as working privately on your own. By default, your account is set up to share the information that we have found the vast majority of our Users are interested in sharing. But the amount and type of information you decide to share, and with whom you share it, is up to you.

Here are the three main types of information on inCyyte:

*Information about yourself that you share.* This is the information that your connections, other inCyyte members see about you. This includes your profile and your contributions to discussions on inCyyte Groups, Answers. **You have control over what you share, and you can update information at any time.**

*Communication.* We help you communicate with connections and other inCyyte members. Some of this is one-to-one, some of it is in groups, and some of it is public discussion. **You decide how much or how little you wish to communicate to individuals or groups.**

*Private activity.* We also provide tools that you can use privately on inCyyte (for example, searching, sending polls to a private group, or adding notes to your connections information.) **These actions and information are private and we don't share or distribute them to others on the website.**

Maintaining your trust is our top concern, as such, we adhere to the following principles to protect your privacy:

- We do not rent, sell, or otherwise provide your personally identifiable information to third parties without your consent, except as described in this policy or as required by law.
- We do not share any information you have not chosen to display on your inCyyte profile to other parties, unless compelled by law, or as necessary to enforce our User Agreement or protect the rights, property, or personal safety of InCyyte, its Users, and the public.
- All information that you provide will be protected with industry standard protocols and technology.

We reserve the right to modify this Privacy Policy at any time, so please review it frequently. If we make material changes to this policy, we will notify you, by means of a notice on our home page so that you may access and review the changes to this document in advance of

your continued use of the service. If you object to any changes, you may close your account. By continuing to use the inCyyte service after notice of changes has been sent to you or published on the inCyyte website, you are consenting to the changes.

**Please read this policy** and send us questions, concerns and suggestions [here](#).

## **What inCyyte's Privacy Policy Covers:**

1. Information collected by inCyyte.
2. How inCyyte uses your information.
3. Your information choices.
4. Your obligations as a User.
5. Security.
6. How to contact us.

### **1. Information Collected**

The mission of inCyyte is defining the collective opinions of individuals in a community to enable them to be more influential. To achieve this mission, inCyyte makes features and functionality available through our website, including our mobile and other applications, developer platform, premium services, and other information provided as part of the inCyyte services ("Services") to enable inCyyte members to maintain and enhance a network of contacts, create and share opinions, in collaboration with one another. By joining inCyyte, you voluntarily and willingly provide inCyyte Limited in Essex, England, United Kingdom certain information, including personally identifiable information, which we collect in order to provide the Services. If you have any hesitation about providing information to us and/or having your information displayed on the inCyyte website or otherwise used in any manner permitted in this Privacy Policy and the User Agreement, you should not become a member of the inCyyte community; and, if you are already a member, you should close your account.

We collect your personal information in the following ways:

#### **A. Registration**

In order to become a User, you must provide us the following information to create an account: name, gender, postal code, email address, country, and password. Without this minimal amount of information, you cannot create an inCyyte account. Like other passwords, you should choose one that is known only by you. inCyyte requests other information from you during the registration process, (e.g., gender, location, etc.) that inCyyte uses to provide better, more customised services such as language-specific profile pages and updates, better ads. You acknowledge that this information is personal to you, and by creating an account on inCyyte, you allow others, including inCyyte, to identify you and to allow inCyyte to use your information in accordance with our User Agreement.

## **B. Profile Information**

Once you become a User, you may provide additional information to your inCyyte Profile group membership management. Providing additional information about yourself beyond what is minimally required at registration is entirely up to you.

Any information you provide at registration or in the Profile section may be used by inCyyte as described in the User Agreement and this Privacy Policy, including for the purpose of allowing other inCyyte members to find you on inCyyte, or for serving more relevant advertisements on inCyyte. Learn more about inCyyte's advertising practices by reading this privacy policy, in particular Sections 1.H, 2.J, and 2.K. If you decide not to share certain information, you may not receive the full benefit of being an inCyyte User.

## **C. Contacts Information**

In order to connect with others on InCyyte, you may use the Services to send invitations either to their InCyyte profiles or email addresses of people you know if they have not registered with InCyyte. The names and email addresses of people whom you invite will be used to send your invitations and reminders as well as to allow inCyyte to help expand your network. Please note that when you send an invitation to connect to another inCyyte User, that User will have access to your email address because it is displayed in the invitation. Your inCyyte connections will also have access to your email address. You may not invite anyone you do not know and trust to connect with you.

## **D. Customer Service**

We collect information when you interact with inCyyte's customer service website in order to accurately categorize and respond to customer inquiries and investigate breaches of our terms.

## **E. Using the InCyyte Site and Applications**

We receive information when you interact with and use the inCyyte website, inCyyte Applications for example, we know when you click on ads, upload your address book, join groups, participate in polls, install a inCyyte mobile application, share articles on inCyyte, etc.

## **F. Cookies**

Like most websites, we use cookies and web log files to track site usage and trends, to improve the quality of our service, to customise your experience on inCyyte, as well as to deliver inCyyte and third-party advertising to Users both on and off the inCyyte site. A cookie is a tiny data file that resides on your computer, mobile phone, or other device, and allows us to recognise

you as a User when you return to the inCyyte website using the same computer and web browser. You can remove or block cookies using the settings in your browser, but in some cases doing so may impact your ability to use inCyyte. One type of cookie, known as a “persistent” cookie, is set once you’ve logged in to your inCyyte account. The next time you visit the inCyyte website, the persistent cookie will allow us to recognise you as an existing User so you will not need to log in before using the Services. In order to access or change any of your private information (like a credit card number) or to send a message to another User, however, you must log in securely again with your password even if your computer contains your persistent cookie. Another type of cookie, called a “session” cookie, is used to identify a particular visit to the inCyyte website. Session cookies expire after a short time or when you close your web browser. Other technology like Macromedia’s flash can be used to place the functional equivalent of a cookie on your computer. You can control flash “local stored objects” or “flash cookies” using the Macromedia Website Privacy Settings Panel at [www.macromedia.com](http://www.macromedia.com). inCyyte may use cookie-equivalent technology for the limited purpose of enhancing the security of inCyyte's services. We do not use flash cookies for advertising purposes.

In the course of serving advertisements or optimizing the Services to our Users, we may allow authorized third parties to place or recognise a unique cookie on your browser. Any information provided to third parties through cookies will not be personally identifiable but may provide general segment information (e.g., your industry or geography) for the enhancement of your user experience by providing more relevant advertising. Most browsers are initially set up to accept cookies, but you can reset your browser to refuse all cookies or to indicate when a cookie is being sent. inCyyte does not store unencrypted personally identifiable information in the cookies.

#### **G. Advertising and Web Beacons**

To support the Services we provide at no cost to our Users, as well as provide a more relevant and useful experience for our Users, we target and serve our own ads and third-party ads both on and off the site using ad networks. Ad networks include third party ad servers, ad agencies, ad exchanges, ad technology vendors and research firms.

We target ads to Users based on general profile categories or on non-personally identifiable information inferred from a User’s profile (e.g., industry, gender, age, ethnic origin, nationality, or other aspects of your life) in addition to a User’s use of inCyyte or their clicking on inCyyte ad inventory. inCyyte does not provide personally identifiable information to any third party ad network.

We use ad technology such as web beacons, pixels, anonymous ad network tags, and cookies to more effectively serve ads to our Users on and off

inCyyte through ad networks, as well as to collect anonymised, aggregated auditing, research and reporting for advertisers. Because your web browser requests advertisements and web beacons directly from ad network servers, these networks can view, edit or set their own cookies, just as if you had requested a web page from their site.

You may opt-out of ads served to you off InCyyte by turning off “Advertising Preferences.” If you opt-out you may lose certain functionality of the inCyyte Services, as well as the potential benefit of receiving ads that are targeted to your interests which, in turn, may limit your ability to fully realize the benefits of the inCyyte Services to build and leverage your network.

#### **H. Log files, IP Addresses and information about your computer and mobile device**

Due to the communications standards on the internet, when you visit the inCyyte website we automatically receive the URL of the site from which you came and the site to which you are going when you leave inCyyte.

Additionally, advertisers receive the URL of the page you were on when you click on an ad on inCyyte. inCyyte also receives the internet protocol (“IP”) address of your computer (or the proxy server you use to access the World Wide Web), your computer operating system and type of web browser you are using, email patterns, your mobile device (including your UDID) and mobile operating system (if you are accessing inCyyte using a mobile device), as well as the name of your ISP or your mobile carrier. inCyyte may also receive location data passed to it from third-party services or GPS-enabled devices that you have enabled. Also, as described above in Sections 1.E. and 1.F., inCyyte receives information when you access web pages containing inCyyte interactive plug-in functionality. The link between your IP address and your personally identifiable information is not shared with third parties without your permission, except as described in Section 2.L (“Compliance with Legal Process”), below.

#### **I. Rights to Access, Correct and Eliminate Information About You**

In accordance with Data Protection Laws, you have a right to access, modify, correct and eliminate the data you supplied to inCyyte. If you update any of your information, we may keep a copy of the information that you originally provided to us in our archives for uses documented in this policy. You may request deletion of your information at any time by contacting InCyyte customer service. We will respond to your request within 30 days. Please note, however that information you have shared with others, or that other Users have copied, may also remain visible even if you request its deletion.

## **J. Data Retention**

inCyyte will retain your information for so long as your account is active or as needed to provide you services. If you wish to close your account, you may do so. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce this Agreement.

## **2. Uses of personal information**

### **A. Consent to inCyyte Processing Information About You**

The information you provide to inCyyte may reveal, or allow others to identify, your nationality, ethnic origin, gender, age, and other aspects of your life. By providing information to us for the purposes of creating your User account or adding any additional details to your inCyyte profile, you are expressly and voluntarily accepting the terms and conditions of this Privacy Policy and inCyyte's User Agreement that allow inCyyte to process information about you. Supplying information to inCyyte, including any information deemed "sensitive" by applicable law, is entirely voluntary on your part. You have the right to withdraw your consent to inCyyte's collection and processing of your information at any time, in accordance with the terms of this Privacy Policy and the User Agreement, by changing your Settings, or by closing your account, but please note that your withdrawal of consent will not be retroactive.

### **B. inCyyte Communications**

As described in the User Agreement, we will communicate with you through email, notices posted on the inCyyte website, messages to your inCyyte inbox, or through other means available through the service, including mobile text messages. We may send you a series of emails that help inform new Users about the features of the Services, and we will also send you service messages relating to the functioning of the Services. We may also send you messages with promotional information directly or on behalf of our partners, unless you have opted out of receiving promotional information.

You can change your e-mail and contact preferences at any time by logging into your account and changing your settings related to your email notification choices. If you wish, you can also opt-out of receiving promotional emails by sending a request to InCyyte customer service through our customer service site.

### **C. User Communications**

Many communications you initiate through inCyyte (e.g., an invitation sent to a non-User) will list your primary email address and name in the header of the message. Your contact information will only be shared with another User if both of you have indicated that you would like to establish contact with each other.

### **D. Customised Content**

We use information you provide to us (or to third parties with whom inCyyte offers combined services) to customise your experience on our website. For example, when you login to your account, we will display the names of new Users who have recently joined your network.

### **E. Sharing Information with Third Parties**

inCyyte takes the privacy of our Users very seriously, and we do not sell, rent, or otherwise provide your personally identifiable information to third parties, except as described in this policy. We will also not share other personal information not published to your profile or generated through engagement with other inCyyte services (Groups, Answers, Company Pages, etc.) without your explicit consent or to carry out your instructions (for example, to process payment information) unless, disclosure is reasonably necessary in our opinion to: (1) comply with legal process, including, but not limited to, civil and criminal subpoenas, court orders or other compulsory disclosures; (2) enforce this Agreement; (3) respond to claims of a violation of the rights of third parties, whether or not the third party is a User, individual, or government agency; (4) respond to customer service inquiries; or (5) protect the rights, property, or personal safety of inCyyte, our Users or the public.

inCyyte offers a “public exclusive web page” feature that allows Users to publish portions of their inCyyte profile to the public internet. This public page will be crawled by and displayed through search engines when someone searches for your name. You may opt-out of this feature by editing your account settings; however, inCyyte does not warrant how often third-party search engines will update their caches, which may contain old public information from such a page.

Content distributed through inCyyte’s sharing features and third party integrations may result in displaying some of your information outside of inCyyte . For example, when you post content to a inCyyte Group that is open for public discussion, your content, including your name as the contributor, may be displayed in search engine results, if anonymous is not selected.

We may provide aggregated anonymous data about the usage of the Services to third parties for purposes that we deem, in our sole discretion, to be appropriate, including to prospective advertisers on inCyyte.

#### **F. Polls**

Polls may be conducted by inCyyte, inCyyte Users or third parties. As a User, you may be invited to participate in polls from the InCyyte website. Your selection may be random, or it may be based on your non-personally identifiable information, geography, company size and/or industry. Whether or not you decide to participate in a poll is completely up to you.

After you complete a poll, you will be given access to the aggregate responses of the poll on a results page. Some third parties may target advertisements to you on the results page based on your answers in the poll. We use third parties to deliver incentives to you to participate in polls. If the delivery of incentives requires your contact information, you may be asked to provide personally identifiable information to the third party fulfilling the incentive offer, which will only be used for the purpose of delivering incentives and/or verifying your contact information. It is up to you whether you provide this information, or whether you desire to take advantage of an incentive.

We will not disclose any personally identifiable information to any third parties in connection with the conduct of any polls. Your consent to use any personally identifiable information for the purposes set forth in the poll will be explicitly requested by the party conducting it.

#### **G. Search**

We offer search services to help find information and share opinions with other Users (for example, you can search for Users with particular interests), InCyyte search also allows Users contributions to the community aspects of the inCyyte Services, such as Groups and Answers that will help Users more effectively use InCyyte and expand their network. We use information from User profiles and contributions to Groups, Company Pages, and Answers to inform and refine our search service.

#### **H. Answers, Groups, and other Services**

If you post on an exclusive webpage, participate in inCyyte petitions, you should be aware that any personally identifiable information you choose to provide there can be read, collected, or used by other Users of these forums, as well as Platform Developers and other third parties, and could be used to send you unsolicited messages. inCyyte is not responsible for the information you choose to submit in these forums. Also, some content in inCyyte polls may be public and searchable on the internet if the Group owner has opened

the group for public discussions. You can delete your inCyyte polls and Groups at any time. However, please note that ideas you post and information you share may be seen and used by other Users, and inCyyte cannot guarantee that other Users have not made copies of or use the ideas and information that you share with others on inCyyte.

**I. Testimonials and Advertisements Placed through inCyyte Ads Service**

If you provide any testimonials about the inCyyte Services or place advertisements through the inCyyte Ads, we may post those testimonials and examples of advertisements you place in connection with our promotion of these services to third parties. Testimonials and advertisements may include your name and other personal information that you have provided.

**J. Advertising and Endorsements on inCyyte**

In order to deliver relevant and valuable ads to you and your network, inCyyte may use your name and profile photo in connection with social advertising based on content shared on inCyyte. This advertising may include the fact that you have recommended or endorsed a product or service on inCyyte, joined Groups or conversations, established or added content to your profile, etc., and will only be displayed to your inCyyte network..

**K. Compliance with Legal Process**

It is possible that we may need to disclose personal information, profile information and/or information about your activities as an inCyyte User when required by subpoena or other legal process, or if inCyyte has a good faith belief that disclosure is necessary to (a) investigate, prevent or take action regarding suspected or actual illegal activities or to assist government enforcement agencies; (b) to enforce the User Agreement, to investigate and defend ourselves against any third party claims or allegations, or to protect the security or integrity of our site; and/or (c) to exercise or protect the rights, property or personal safety of inCyyte, our Users, employees, or others.

**L. Disclosures to Others as the Result of a Change in Control or Sale of inCyyte Corporation**

We may also disclose your personal information and other information you provide to another third party as part of a sale of the assets of inCyyte Corporation, a subsidiary or division, or as the result of a change in control of the company. Any third party to which inCyyte transfers or sells inCyyte's assets will have the right to continue to use the personal and other information that you provide to us.

### **3. Your Information Choices**

#### **A. Accessing and Changing Your Account Information**

You can review the personal information you provided to us and make any desired changes to the information you publish, or to the settings for your inCyyte account including your email and contact preferences, at any time by logging in to your account on the inCyyte website. Please be aware that even after your request for a change is processed, inCyyte may, for a time, retain residual information about you in its backup and/or archival copies of its database.

#### **B. Default Settings**

Because the mission of inCyyte is defining the collective opinions of individuals in a community to enable them to be more influential, we have established what we believe to be reasonable default settings that we have found most inCyyte members desire. Because Users may use and interact with inCyyte in a variety of ways, and because those uses may change over time, we designed our settings to provide our users granular control over the information they share. We encourage our Users to review their account settings and adjust them in accordance with their preferences.

inCyyte accounts are also defaulted to allow Users to be contacted to participate in polls.

#### **C. Closing Your Account**

You can close your account through the inCyyte customer service site. If you close your inCyyte account, we will remove your name and other personally identifiable information from our publicly viewable database. If you close your account, we have no obligation to retain your information, and may delete any or all of your account information without liability. However, we may retain certain data contributed by you if inCyyte believes it may be necessary to prevent fraud or future abuse, or for legitimate business purposes, such as analysis of aggregated, non-personally identifiable data, account recovery, or if required by law. inCyyte may also retain and use your information if necessary to provide the Services to other Users. For example, just as an email you may send to another person through an email service provider resides in that person's inbox even after you delete it from your sent files or close your account, emails you send on inCyyte to other Users, as well as your contributions to inCyyte Polls or Groups, may remain visible to others after you have closed your account. Similarly, other information you have shared with others, or that other Users have copied, may also remain visible. inCyyte disclaims any liability in relation to the deletion or retention (subject to the terms herein) of information or any obligation not to delete the information. inCyyte does not control when search engines update their

cache, which may contain certain public profile information that has since been removed from inCyyte's publicly viewable database.

#### **D. Memorializing Accounts**

If we learn that a User is deceased, we may memorialize the User's account. In these cases we may restrict profile access, remove messaging functionality, and close an account if we receive a formal request from the User's next of kin or other proper legal request to do so.

### **4. Your Obligations**

As a User, you have certain obligations to other Users. Some of these obligations are imposed by applicable law and regulations, and others have become commonplace in user-friendly communities of like-minded members such as inCyyte:

- You must, at all times, abide by the terms and conditions of the then-current Privacy Policy and User Agreement. This includes respecting all intellectual property rights that may belong to third parties (such as trademarks or photographs).
- You must not download or otherwise disseminate any information that may be deemed to be injurious, violent, offensive, racist or xenophobic, or which may otherwise violate the purpose and spirit of inCyyte and its community of Users.
- You must not provide to inCyyte and/or other Users information that you believe might be injurious or detrimental to your person or to your professional or social status.
- You must keep your username and password confidential and not share it with others.

Any violation of these guidelines may lead to the restriction, suspension or termination of your account at the sole discretion of inCyyte.

#### **Security**

In order to help secure your personal information, access to your data on inCyyte is password-protected, and sensitive data (such as credit card information) is protected by SSL encryption when it is exchanged between your web browser and the inCyyte website. To protect any data you store on our servers, inCyyte also regularly audits its system for possible vulnerabilities and attacks, and we use a tier-one secured-access data centre. However, since the internet is not a 100% secure environment, we cannot ensure or warrant the security of any information you transmit to inCyyte. There is no guarantee that information may not be accessed, disclosed, altered, or destroyed by breach of any of our physical, technical, or managerial safeguards. It is your responsibility to protect the security of your login information. Please note that emails, instant messaging, and similar means of communication

with other Users of inCyyte are not encrypted, and we strongly advise you not to communicate any confidential information through these means.

### **How to contact us**

If you have questions or comments about this Privacy Policy, please contact us [here](#) or contact us at:

InCyyte Limited  
24 CEME Innovation Centre  
Marsh Way  
Rainham  
Essex  
England