

Introduction

Your privacy and security is very important to us and we look after the information we hold about you carefully in line with data protection and privacy laws. We've set out below more detail on what information we collect about you and how we use that information.

Please do read this policy (which includes our policy on the use of cookies on our website) so you know what we are doing with the information we hold about you.

By accessing and using our services, you are agreeing to the terms of this privacy policy and to our cookie policy.

We may update this privacy policy and our cookie policy from time to time and will post any changes on our website at www.memrica.com so it's a good idea to come back and read through it again, from time to time. This privacy policy was last updated on 1st May 2017.

Who are we?

Any reference to “we”, “us” and “our” is to Memrica Limited.

Memrica Limited is a company registered in England and Wales (registered number is 08746103) with registered office at Innovation Birmingham Campus, Faraday Wharf, Birmingham B7 4BB Northern. We are registered on the Data Protection Public Register. Our Data Protection Registration Reference is ZAO27839. To find out more information about the Data Protection Register, [visit the Information Commissioner's Office website](#).

What is Prompt by Memrica

Prompt by Memrica is a memory companion service, which creates snapshots of your relationship with people and places and links this information to reminders and uses this data to bring you supportive and helpful information when needed. You can share the Services with family, friends and carers and authorise their access to your content, your location and your patterns of use of the app. We will use this data to let you and the people you share the Services with know if there is any change in your normal routine, which may indicate change in your condition.

Prompt is not a medical diagnostic service and should not be used as a substitute for medical advice.

What services does this policy cover?

This policy covers all of our services and any reference to “you” or “your”, means you as user of our services and any people you invite to participate in the service to support you. Our services may include without limitation interactive applications, audio visual content, text, photographs and other services which we may offer at or via the website at www.memrica.com and/or other websites, media platforms or app which, for example, may enable you to view content using an offline smartphone, tablet or over a mobile or Wi-Fi network (the “Services”). This privacy policy applies to the collection and use of your information by us and parties that we authorise (such as our suppliers and sub-contractors).

What information do we collect?

What information we collect about you depends which of our Services you are using. The information that we may collect includes:

- your personal details and those of anyone you invite to support you using the Service; these include, without limitation, name, address, postcode, email address, date of birth, telephone number, payment details and service details (if applicable);
- any medical or clinical data you choose to store using the Service;
- Information you give us permission to access from your mobile device; these may include, without limitation, your contacts, your photos or videos, your calendar details, your social media accounts.
- information about your use of our Services including details of your domain name and internet protocol (IP) address, operating system, browser version, cookie details, the content you view, how long you stayed on a page or used an element of the app, how frequently you access the Services and your navigation around the Services;
- other data from time to time to help us provide you with improved products and services – for example when we ask you to fill in a survey or questionnaire;
- other data to ensure and check compliance with the Terms of Use and/or otherwise as required by law;
- location data from your IP address or by accessing global positioning functionality (e.g. GPS). This may be required by the Prompt app to help you find your way, to remind you of where you've visited or for the people you authorise to see your location. You may switch this functionality off, if you prefer your location to be private.

When do we collect information?

We (or our authorised third parties) may collect information about you:

- when you register for Services including without limitation when buying or subscribing for content from us or when you otherwise update your details;
- When your store reminders, photos, notes and other audio visual media using the Service.
- when you contact us with an enquiry or other feedback;
- when you participate in interactivity, for example, when you submit an entry to a competition or prize draw;
- when you request to be sent communications such as updates or notifications;
- in monitoring your use of the Services including without limitation communications sent via and use of the Services;
- when we are checking compliance with the Terms of Use and/or otherwise as required by law;
- by accessing GPS functionality on your device
- using “cookies” and/or other devices. For full details, see our cookie policy and the section entitled “Cookies” below;
- when you disclose your personal information to us or otherwise through the Services at any other point.

We may also combine information that you provide on one Service with information collected from other Services and/or with information that is publicly available or that we

receive from other reputable sources. All information will be stored and used in accordance with this privacy policy.

Cookies and similar devices

In addition, in common with many other online services, we and our authorised third parties may use “cookies” and/or other devices to store and sometimes track information about you. For more details about what cookies are, the cookies that we use and how to disable them, please see our cookie policy.

How will we use your information?

We do not make your information publicly available. Your information may be used by us, the people your authorise to access it and our authorised third parties to:

- monitor, develop and improve the Services and/or your experience. This may include personalising content you see, based on the details given by you and/or your activity on the Services;
- assist in and administer the provision of Services to you;
- process and deal with any complaints or enquiries made by or about you;
- investigate any suspected breach of the Terms of Use or the breach of other terms and conditions otherwise relating to you;
- to contact you with service messages. By way of example only, to send you reminders or information you may find useful;
- to monitor compliance with the Terms of Use or other applicable terms and conditions including by way of (i) checking stored reminders, notes, photos and other audio visual media in connection with your use of the Services, (ii) using keyword triggers to investigate usage that may be inappropriate; and/or
- where you are a prize winner, to administer the prize and to publish or otherwise make available a list of prize winners.

Marketing Communications

Generally, we will only send you marketing messages (by which we mean messages not directly related to your existing use of our services) if you indicate that you consent (e.g. by “opting-in”) to receiving such messages. Where we have your consent or are otherwise permitted to do so, we will:

- send you and keep you updated with information by email, telephone (including SMS), mail or other methods of communication about existing and new services and special offers from us; and
- send you information by email, telephone (including SMS), mail or other methods of communication about related products or services of selected third parties that may be of interest to you; you can opt out of messages at any time. On emails we send, you can choose ‘Unsubscribe’ or reply to us asking to ‘Unsubscribe’. You can also reply to SMS messages with STOP to stop receiving them. This will not affect messages regarding your on-going use of our services.

To control and turn push notifications on or off on mobile, open the Prompt app and tap on Profile in the navigation bar. Click on Settings and Notifications to control the notifications you would like to receive.

We do not pass or sell your personal information to third parties for any other purpose than as set out in this privacy policy. Unless you have given us your consent to pass your details to a third party, any marketing referred to in the section entitled “Marketing Communications” is conducted by us on behalf of third parties and they do not have any access to your data.

What about third parties?

We may pass information about you to other parties as follows:

- to third parties authorised by us such as our employees, contractors, suppliers and/or agents including without limitation our customer care teams to administer the Services provided to you by us now or in the future;
- where we have your consent to do so, to third party suppliers providing services you have requested for marketing communications (see section on “Marketing Communications”);
- as part of general statistical information about the Services user base, sales patterns, traffic volumes and related matters. These details will not include information personally identifying you;
- to the police, regulatory bodies or legal advisers in connection with any alleged criminal offence, unlawful activity or suspected breach of the Terms of Use and or the breach of other terms and conditions or otherwise where required by law. We will co-operate with any law enforcement authorities or court order requesting or directing us to disclose the identity or location of or any information about anyone breaching any relevant terms and conditions or otherwise for the prevention or detection of crime or the apprehension or prosecution of offenders;
- if there are changes to our business (see section below on “Changes to our business”).

Please note this policy does not cover companies, services or applications that we do not own or control, or to people that we do not employ or manage including without limitation third party websites or applications/widgets (e.g. from “social media” platforms such as Facebook or Twitter) which we link to or offer via our Services, nor does it cover advertisers. Also, it does not cover certain pages and services provided via our Services, which are hosted, managed and operated by other parties. These services, applications and third parties may have their own privacy policies and/or terms and conditions of use, which we recommend you read before using any such services. These third parties and services are wholly independent of us and are solely responsible for all aspects of any transaction you may make using such services.

Service providers based outside the United Kingdom

We use certain third party companies to perform some functions of the Services on our behalf (for example sending e-mails to you or analysing data that is collected from the Services). These third parties are only allowed access to your information needed to perform these functions. They are not allowed to use it for any other purpose.

Some of these third party companies are either located and/or have servers that are located outside the European Economic Area. Where we share your information with such companies, we will take all steps reasonably necessary to ensure that your information is treated securely and in accordance with this privacy policy, however please note that the data protection and other laws of such countries may not be as comprehensive as those in the European Economic Area.

Changes to our business

If we decide to change or re-organise the structure of our business, we may need to pass your personal information so that we can continue to effectively deliver the Services to you.

Also, if we become involved in a merger, acquisition or other transaction involving the sale of some of our companies' assets, user information (including the personal information collected from you through your use of the Services), may be included in the assets that are transferred to the new owner.

If there are changes to our business, your personal information will remain subject to this Privacy Policy.

What about security?

We endeavour to take all reasonable steps to protect your personal information. Where possible we use industry-standard technology to allow for the encryption of sensitive information.

Amending your information

Where you register your details for certain Services and open a user account that you can then use to access and log on to use those Services, you may change or update your login and password or other details at any time via your account. You must make sure that you update your details as soon as possible with any and all relevant changes.

Contact us

You can email us with any questions, queries or complaints at support@memrica.com or go to [memrica.com](https://www.memrica.com) and click on Help.