Vada Labs Privacy Policy

Introduction

This privacy notice explains how we collect, use, and protect your personal information when you use our website and services. Our approach complies with applicable data protection laws, including the UK General Data Protection Regulation (UK GDPR), the EU General Data Protection Regulation (EU GDPR), and other global data privacy laws where relevant.

By using our services, you consent to the practices described in this policy.

This privacy policy applies to users worldwide. We process personal data in compliance with:

- **UK GDPR and the Data Protection Act 2018** for UK users.

- **EU GDPR** for users within the European Union and European Economic Area (EEA).

- **Relevant global data privacy laws**, such as the California Consumer Privacy Act (CCPA) for US-based users.

We will adjust our data protection practices as new regulations come into effect in any jurisdiction where we operate or where our users are based.

When you use our services, you're trusting us with your personal information. This Privacy Policy will help you understand:

- What data we're collecting

- How we collect it

- Why we need it

- What we do with it

Your privacy is of the utmost importance to us. We respect the right to privacy of all users and are fully committed to protecting that right.

We encourage you to read this Privacy Policy carefully alongside our Terms and Conditions. **Vada Labs** is the data controller and is responsible for your personal data (referred to as "we," "us," or "our" in this privacy notice).

Table of Contents

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1. What Information Are We Collecting About You? {#information-collected}

We collect both personal and non-personal data, including but not limited to:

- **Personal Data**: Name, email, address, country, age, gender, and any data provided during registration, purchases, or surveys.

- **Technical Data**: IP address, browser type, device type, and usage data from analytics tools.

- **Marketing Preferences**: Data about your communication and advertising preferences.

We do not knowingly collect sensitive data (e.g., health, race, political views) unless explicitly required for a specific service and permitted by law.

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2. How Do We Collect This Information? {#how-information-collected}

We collect information through various channels, including:

- **Communication Data**: Emails, messages, or inquiries sent through our website or social media.

- **Customer Data**: Information related to purchases, such as name, email, and billing details.

- **User Data**: Data about website usage, such as page views and navigation paths.

- **Technical Data**: Collected via analytics tools, including IP address and browser type.

- **Marketing Data**: Preferences for receiving marketing communications.

- **Cookies**: Automatically collected data via cookies and similar technologies.

- **Third Parties**: Data from providers such as Google Analytics, social media platforms, and payment gateways.

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3. Why Do We Want This Information? {#why-information-needed}

We collect data to:

- Deliver and improve our services.

- Tailor content and recommendations to suit your preferences.

- Send relevant marketing communications (with your consent).

- Comply with legal obligations and protect against fraud.

We do not collect or process sensitive data unless required by law.

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4. How Do We Use Your Personal Information? {#how-information-used}

Your data is used to:

- Process payments and deliver purchases.

- Manage your account and send you updates.

- Provide personalized product recommendations.

- Answer your questions or concerns.

- Improve our services through analytics and feedback.

We only use your data for the purpose it was collected for or a compatible purpose, as permitted by law.

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5. Do You Need to Take Action to Receive Information from Us? {#action-required}

- **UK/EU Users**: You must opt-in to receive marketing communications.

- **Non-UK/EU Users**: You may receive emails with an option to opt out at any time.

You can withdraw consent by unsubscribing via email or contacting us.

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6. Is the Information Kept Safe? {#data-security}

We use the following measures to protect your data:

- **Encryption**: Securing data during transmission and storage.

- **Access Controls**: Limiting access to authorized personnel.

- **Incident Response Plans**: Procedures to address potential breaches.

If you suspect a data breach, contact us immediately at **info@vadalabs.co.uk**.

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7. Will the Data Be Shared with Third Parties? {#data-sharing}

We may share your data with:

- **Service Providers**: For hosting, analytics, and payment processing.

- **Professional Advisors**: Such as accountants and legal advisors.

- **Regulators**: To comply with legal obligations.

Data transfers outside the UK comply with international data protection standards.

8. How Long Will We Store Your Personal Data? {#data-retention}

We retain data as long as necessary to:

- Fulfill service obligations.

- Comply with legal requirements.

- Resolve disputes.

Data may be anonymized for research purposes and retained indefinitely.

9. What Rights Do You Have Concerning Your Personal Information? {#your-rights}

Your rights include:

- **Access**: Request a copy of your data.

- **Correction**: Rectify inaccuracies.

- **Erasure**: Request deletion where permissible.

- **Objection**: Opt out of certain processing.

To exercise your rights, email **info@vadalabs.co.uk**.

10. If the Information Isn't Accurate, How Can You Change It? {#correcting-information}

Update your details by logging into your account or contacting us at **info@vadalabs.co.uk**.

11. How Can You Get Taken Off the Mailing List? {#unsubscribe}

Unsubscribe from marketing emails via the link in emails or update your preferences in your account.

12. How Can You Raise a Complaint? {#complaints}

Contact us at **info@vadalabs.co.uk** for any issues. If unresolved, you can file a complaint with the **UK Information Commissioner's Office (ICO)**:

- **Website**: https://www.ico.org.uk

- **Telephone**: 0303 123 1113

13. Use of Cookies {#cookies}

We use cookies to:

- Enhance functionality and user experience.

- Collect analytics data.

Manage your preferences through browser settings or our cookie tool.

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14. How Will You Know If We Change This Policy? {#policy-changes}

We update this policy from time to time. Material changes will be communicated via email or website notification.

Last Updated: 3rd December 2024

Contact Details

For questions or to exercise your rights, contact us at:
Email: info@vadalabs.co.uk
Address: 71-75 Shelton Street, London, WC2H 9JQ