

BREED REPLY LIMITED PRIVACY POLICY

Breed Reply Limited (Company No. 09074975), a Reply Group Company, with registered office at 38 Grosvenor Gardens, London SW1W 0EB, United Kingdom and its associated companies ("**We**" or "**Breed Reply**"), are committed to protecting and respecting your privacy.

This policy (together with any other documents referred to in it) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it. By visiting www.breedreply.com or <http://www.reply.eu/en/breed-reply/> (the "**Website**") you are accepting and consenting to the practices described in this policy. This Privacy Policy applies to this Website only (for the privacy policies relating to Reply's or the other Reply Group Companies' websites, please visit www.reply.eu).

INFORMATION WE MAY COLLECT FROM YOU

We may collect and process the following data about you:

- **Information you give us.** You may give us information about you by filling in forms on the Website or uploading content through the Website such as video, pdf, or any other format or by corresponding with us by phone, e-mail or otherwise. This includes information you provide when you register to use the Website, apply for funding and services to support business growth and when you report a problem with the Website. The data you give us may include your name, address, e-mail address and phone number, financial information, business plans, business ideas, personal information and such other information as we may reasonably request in an application for our services ("**Your Data**").
- **Information we collect about you.** With regard to each of your visits to our site we may automatically collect the following information:
 - technical information, including the Internet protocol (IP) address used to connect your computer to the Internet, your login information, browser type and version, time zone setting, browser plug-in types and versions, operating system and platform and any other technical information;
 - information about your visit, including the full Uniform Resource Locators (URL) clickstream to, through and from our site (including date and time); page response times, download errors, length of visits to certain pages, page interaction information (such as scrolling, clicks, and mouse-overs), and methods used to browse away from the page and any other information about your visit.
- **Information we receive from other sources.** We may receive information about you including Your Data if you use any of the other websites we operate or the other services we provide. We are also working closely with the Reply Group (as defined below) and third parties (including, for example, business partners, sub-contractors in technical, payment and delivery services, analytics providers, search information providers, credit reference agencies) and may receive information about you from them.

COOKIES

The Website uses cookies to distinguish you from other users of the Website. This helps us to provide you with a good experience when you browse the Website and also allows us to improve the Website. For detailed information on the cookies we use and the purposes for which we use them see our [Cookie Policy](#).

USES MADE OF THE INFORMATION

We use information, including Your Data, held about you in the following ways:

- **Information you give to us.** We will use this information:
 - to evaluate your application in relation to services we may provide to you and to permit any Reply Group Company and selected third parties, such as potential investors, to review your application in relation to the services we or they may provide;
 - to carry out our obligations arising from any contracts entered into between you and Breed Reply and any Reply Group Company;
 - to provide you and permit any Reply Group Company to provide you with information about other services we offer that are similar to those that you have already purchased or enquired about;
 - to notify you about changes to our services;
 - to ensure that content from the Website is presented in the most effective manner for you and for your computer.
- **Information we collect about you.** We will use this information:
 - to administer the Website and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
 - to improve the Website to ensure that content is presented in the most effective manner for you and for your computer;
 - as part of our efforts to keep the Website safe and secure;
 - to make suggestions and recommendations to you and other users of the Website about events and services that may interest you or them.
- **Information we receive from other sources.** We may combine this information with information you give to us including Your Data and information we collect about you. We may use this information and the combined information for the purposes set out above (depending on the types of information we receive).

DISCLOSURE OF YOUR INFORMATION

We may share your information including Your Data with any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries, as defined in section 1159 of the UK Companies Act 2006 (“**Reply Group**” and each a “**Reply Group Company**”).

We may also share your information including Your Data with selected third parties including:

- Investors and potential investors in companies in which you are or may be involved.
- Business partners, suppliers and sub-contractors for the performance of any contract we enter into with them or you.
- Analytics and search engine providers that assist us in the improvement and optimisation of our site.

We may disclose your personal information including Your Data to third parties:

- In the event that we sell or buy any business or assets, in which case we may disclose your information including Your Data to the prospective seller or buyer of such business or assets.
- If we are under a duty to disclose or share your information including Your Data in order to comply with any legal obligation, or in order to enforce or apply our [Terms of Use](#) and other agreements; or to protect our or others' rights, property, or safety. This includes exchanging information with other companies and organisations for the purposes of fraud protection and credit risk reduction.

WHERE WE STORE YOUR PERSONAL DATA

The data that we collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("**EEA**"). It may also be processed by staff operating outside the EEA who work for us or any Reply Group Company or for one of our suppliers. Such staff maybe engaged in, among other things, the provision of support services. By submitting your information including Your Data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that Your Data is treated securely and in accordance with this privacy policy.

All information including Your Data you provide to us is stored on our secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect Your Data, we cannot guarantee the security of Your Data transmitted to the Website; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

THIRD PARTY SITES

The Website may, from time to time, contain links to and from the websites of our partner networks and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or

liability for these policies. Please check these policies before you submit any personal data to these websites.

ACCESS TO INFORMATION

The Act gives you the right to access information held about you. Your right of access can be exercised in accordance with the Act. Any access request may be subject to a fee of £10 to meet our costs in providing you with details of the information we hold about you.

CHANGES TO OUR PRIVACY POLICY

Any changes we may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

CONTACT

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@breedreply.com