



Jooku Ltd
3rd Floor
86-90 Paul Street
London
EC2A 4NE
team@jooku.co.uk
<https://jooku.co.uk>

PRIVACY POLICY

WHO WE ARE

Our website address is: jooku.co.uk.

INTRODUCTION

At Jooku, we respect your need for online privacy and protect any personal information, including but not limited to any 'personal data' defined in applicable data protection laws and regulations that you may share with us, in an appropriate manner. Our practice with respect to use of your Personal Information is as set forth below in this privacy policy.

As a condition to the use of Jooku's products, services, websites and apps, you consent to the terms of the Privacy Policy Statement as it may be updated from time to time. We refer to those products, services, websites and apps collectively as the "Jooku Services" in this policy.

References to "data" in this Privacy Policy will refer to whatever data you use our services to collect, whether it be media assets, data collected in a form, or data inserted on a site hosted by us – it's all your data! References to personal information, means information about you personally that we collect or for which we act as custodian.

WHAT PERSONAL DATA WE COLLECT AND WHY WE COLLECT IT CONTACT INFORMATION

During the Lead registration process and for Account Management, we request your name, email address, telephone number, company name, company address and position within the company.

During the User Account Registration process, we request for your name and email address.

We post user testimonials on our website. These testimonials may include names and other Personal Information and we acquire permission from our users prior to posting these on our website. Jooku is not responsible for the Personal Information users elect to post within their testimonials.



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HOW YOU USE OUR SERVICES

Your usage details such as time, frequency, duration and pattern of use, features used will be recorded by us in order to enhance your experience of Jooku Services and to help us provide you the best possible service.

We collect the Internet Protocol address, browser type, browser version, browser language, operating system, time zone, features accessed, errors generated for users of Jooku Services.

We store and maintain media assets, playlists, layouts and other data stored in your user account at our data centers provided by Amazon in London and Ireland.

We do not scan the contents of your user account for serving targeted advertisements.

PAYMENT INFORMATION

In case of services requiring payment, we request credit card or other payment account information, which will be used solely for processing payments. Your financial information will not be stored by us except for the name and address of the card holder, the expiry date and the last four digits of the credit card number. Subject to your prior consent and where necessary for processing future payments, your financial information will be stored in encrypted form on secure servers of our reputed Payment Gateway Service Provider who is beholden to treating your Personal Information in accordance with this Privacy Policy.

COOKIES AND OTHER TRACKING TECHNOLOGIES

We use temporary and permanent cookies to enhance your experience of our Services. Temporary cookies will be removed from your computer each time you close your browser.

We use Local Storage Objects (LSOs) such as HTML5 to store content information and preferences between user sessions e.g. how you have our user interface configured. Various browsers may offer their own management tools for removing HTML5 LSOs.

LOG DATA

Like most websites today, our web servers keep log files that record data each time a device accesses our servers. The log files contain data about the nature of each access,



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including originating IP addresses, the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system versions, device type and timestamps.

HOW WE USE THE INFORMATION WE COLLECT

We process personal data about you either with your consent or in order to:

- Fulfil our contractual responsibility to deliver the services to you
- To pursue Jooku legitimate interests of:
 - Improving service experience
 - Developing new products and service features.

In each of the instances where we describe how we use your data in this privacy policy, we have identified which of these grounds for processing we are relying upon.

You have consented to us using certain types of cookies on our websites.

We process your personal information in the following categories of data for legitimate interests pursued by us, which are described in detail in this privacy policy. We have undertaken to ensure that we place clear limitations on each of these uses so that your privacy is respected and only the information necessary to achieve these legitimate aims is used.

Our primary goal is to improve upon and make sure our services and messaging are relevant for all our users, while also ensuring that personal information of all users is respected and protected.

CONTACT INFORMATION

We use contact information to transact with you commercially, respond to your inquiries, send you information as part of the services, and send you marketing information (for as long as you do not opt-out).

We use your email address to send you marketing (newsletters), unless you indicate a preference to opt-out and for general updates on your account. You can opt out of marketing communications at any time by clicking on the “unsubscribe” link or sending an email to team@jooku.co.uk stating you wish to unsubscribe.

HOW YOU USE OUR SERVICES

We use information about how you use our services to improve our services for you and all users.



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We collect information about the types of features you use and the type of industry you work within to build a profile about you so as to help direct you to other relevant features and services we offer and help you in using our services, for example by making recommendations for you to optimise use of our services.

We use the Internet Protocol address, browser type, browser version, browser language, operating system, time zone, features accessed, errors generated, and other visitor details collected in our log files to analyse the trends, administer Jooku Services, track visitor's movements and to improve our services. We link this automatically collected data to other information we collect about you.

In order to prevent loss of data due to errors or system failures, we also keep backup copies of data including the contents of your user account. Hence your files and data may remain on our servers even after deletion or termination of your user account.

We may retain and use your Personal Information and data as necessary to comply with our legal obligations, resolve disputes, and enforce our rights. We assure you that the contents of your user account will not be disclosed to anyone and will not be accessible even to employees of Jooku except in circumstances specifically mentioned in this Privacy Policy, the Terms of Services or in the Data Processing Addendum.

SERVICE AND MARKETING USES

We use your data to market our product updates, news, events and changes to this privacy policy.

To manage our services, we will also internally use your information and data, for the following limited purposes:

- To enforce our agreements where applicable.
- To prevent potentially illegal activities.
- To screen for and prevent undesirable or abusive activity

LEGAL USES

To respond to legal requests or prevent fraud, we may need to use and disclose information or data we hold about you. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.

We collect and use the following data on the basis that we have to use this information in order to fulfil our contract with you:



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Your Account Information

We need to use your account data to run your account, provide you with services, bill you for our services, provide you with customer support, and contact you about your service or account. We occasionally send you communications of a transactional nature (e.g. service-related announcements, billing-related matters, changes to our services or policies, a welcome email when you first register). You cannot opt out of these communications since they are required to provide our services to you.

Your Profile

We process other aspects of your account information (like the personal information you provide about your job, your job title, and your marketing preferences) for legitimate interests like providing you with a personalised experience and relevant and useful marketing information as well as to make other product, feature and service recommendations to you to optimize your use of the services we offer.

You can object to us using your data as described above but our ability to fully and properly provide our services to you may be impacted if you do not want us to collect or use the above data.

INFORMATION WE SHARE

We do not share your information or data with third parties outside Jooku except in the following limited circumstances:

To help us provide certain aspects of our services we use our affiliates and trusted key partners – in particular, we engage third parties to:

- Manage our sales and customer support services to you
- Facilitate customers in making credit card payments
- Deliver and help us track our marketing and advertising content
- Help us track website conversion success metrics
- Help us track the use of Jooku Services for the purpose of improvement

We enter into confidentiality / data processing terms with partners to ensure they comply with high levels of confidentiality, best practice in privacy and security standards. We regularly review these standards and practices.

The data shared with our 3rd parties may not be stored at the same locations that Jooku Services are provided from and this maybe outside of the EU.

On your instructions, we share your information or data if you choose to use an integration in conjunction with Jooku services, to the extent necessary to facilitate that use.

We also have to share information or data in order to:

- Meet any applicable law, regulation, legal process or enforceable governmental request.



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- Enforce applicable policies, including investigation of potential violations.
- Detect, prevent, or otherwise address fraud, security or technical issues.
- Protect against harm to the rights, property or safety of our users, the public or to Jooku and/or as required or permitted by law

SECURITY

We adopt industry appropriate data collection, storage and processing practices and security measures, as well as physical security measures to protect against unauthorized access, alteration, disclosure or destruction of your Personal Information, username, password, transaction information and data stored in your user account.

Access to your name and email address is restricted to our employees who need to know such information in connection with providing Jooku Services to you and are bound by confidentiality obligations.

DATA RETENTION

We do not delete data from Jooku Services unless your request us to do so. In order to prevent loss of data due to errors or system failures, we also keep backup copies of data including the contents of your user account. Hence your files and data may remain on our servers even after deletion or termination of your user account.

SAFETY OF MINORS

Our services are not intended for and may not be used by minors. “Minors” are individuals under the age of 13 (or under a higher age if permitted by the laws of their residence). Jooku does not knowingly collect personal data from Minors or allow them to register. If it comes to our attention that we have collected personal data from a Minor, we may delete this information without notice. If you have reason to believe that this has occurred, please contact customer support at team@jooku.co.uk

LINKS FROM OUR WEBSITE

Some pages of our website contain external links. You are advised to verify the privacy practices of such other websites. We are not responsible for the manner of use or misuse of information made available by you at such other websites. We encourage you not to provide Personal Information, without assuring yourselves of the Privacy Policy of such



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other websites.

BLOGS AND FORUMS

We provide the capacity for users to post information in blogs and forums for sharing information in a public space on the website. This information is publicly available to all users of these forums and visitors to our website. We require registration to publish information, but given the public nature of both platforms, any Personal Information disclosed within these forums may be used to contact users with unsolicited messages. We encourage users to be cautious in disclosure of Personal Information in public forums as Jooku is not responsible for the Personal Information users elect to disclose.

Jooku also supports third party widgets such as Facebook and Twitter buttons on the website that allow users to share articles and other information on different platforms. These widgets may collect your IP address, which page you are visiting on our site, and may set a cookie to enable the widgets to function properly. These widgets do not collect or store any Personal Information from users on the website and simply act as a bridge for your convenience in sharing information. Your interactions with these widgets are governed by the privacy policy of the company providing it.

WHO IS MY DATA CONTROLLER?

Your data controller is Jooku Ltd to the extent that it is processing your personal data.

CHANGES TO OUR PRIVACY POLICY

We can make changes to this Privacy Policy from time to time. We will identify the changes we have made on this page.

YOUR RIGHTS

Upon request and once we have verified your identity, we will provide you with information about whether we hold any of your Personal Information. Users who wish to correct, update or remove any Personal Information including those from a public forum, directory or testimonial on our site may do so either by accessing their user account or by contacting Jooku Customer Support Services at team@jooku.co.uk. Such changes may take up to 72 hours to take effect.

We respond to all enquiries within 30 days.



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We reserve the right to charge a fee where permitted by law, especially if your request is manifestly unfounded or excessive.

EXERCISING YOUR RIGHTS

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ENFORCEMENT OF PRIVACY POLICY

We make every effort, including periodic reviews to ensure that Personal Information provided by you is used in conformity with this Privacy Policy. If you have any concerns regarding our adherence to this Privacy Policy or the manner in which Personal Information is used for the purpose of providing Jooku Services, kindly contact Jooku Customer Support Services at team@jooku.co.uk. We will contact you to address your concerns and we will also cooperate with regulatory authorities in this regard if needed.