

XPO PRIVACY POLICY

This is the Privacy Policy (the "**Policy**") of XPO App Ltd (Company No: 11261011) and with registered office at 384 Linthorpe Road, Middlesbrough, TS5 6HA (hereafter "**XPO**", "**we**" or "**us**"). This Policy describes the ways in which XPO collects and uses information about you when you use our website at www.xpo-app.com (the "**Website**"), or when you register to use our mobile application as a content creator.

XPO may change this Policy at any time and when this happens we will notify you of any changes to this Policy by noting this on the Website or, for material changes and if you have an account with us, we will e-mail you. The changes will apply to your use of the Website and/or the App after we have notified you. If you do not wish to accept the new Policy you should stop using the Website and/or the App (as applicable). If you continue to use the Website and/or the App after the changes, your continued use of the Website and/or your use of the App shows us your agreement to be bound by the new Policy.

It is important that the personal data we hold about you is accurate and current. Please keep us informed if your personal data changes during your relationship with us.

This Policy was last changed in July 2021.

1. **ICO registration:** For the purposes of data protection legislation, XPO is the controller for the processing of your personal data and has registered with the Information Commissioner's Office ("**ICO**").
2. **What Information do we collect about you?** We may collect, use, store and transfer different kinds of personal data about you as follows:
 - (a) When you contact us via our Website, your e-mail address ("**Website Data**").
 - (b) When you sign-up to create an account on the App, firstly we collect your phone number which we use to allow for two-factor authentication i.e., to verify you are a genuine user each time you access the App, we then collect your name (first name and last name), e-mail address and date of birth ("**Account Data**").
 - (c) When you use our App to upload your invoice we collect your residential address, certain information relating to your social media profile to which that invoice relates (including e.g., URLs for promotions you are being paid for, as well as information collected through use of our third party providers such as Hype Auditor and the social media site itself to verify you are a genuine account holder), details of the entity which is due to pay you under such invoice, including your contract with that entity (and you confirm that you have their permission to provide their name and contact details to us, as well as the terms of such contract to us as part of the Services we provide), as well as your bank account and sort code information so that we can pay your invoice sums into the correct account ("**Services Data**").

- (d) When you use our App, details about payments to you and other details of financial transactions that have been made via the App, including invoice details (such as who the invoice is for and the invoice amount) ("**Financial Transaction Data**").
- (e) When you use our App and/or Website, certain technical data such as internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system, and other technology on the devices you use to access our Website and/or App ("**Technical Data**").
- (f) When you use our App and/or Website, information about how you use our Website and App ("**Usage Data**").
- (g) If you choose to sign-up to our newsletter/receive marketing from us, or otherwise sign-up to our App and don't opt-out of receiving marketing messages, information around your preferences in receiving marketing from us and your communication preferences ("**Marketing Data**").

We also collect, use and share Aggregated Data such as statistical or demographic data for any purpose. Aggregated Data could be derived from your personal data but is not considered personal data in law as this data will not directly or indirectly reveal your identity. For example, we may aggregate various data to calculate the percentage of users accessing our Website and/or App. However, if we combine or connect Aggregated Data with your personal data so that it can directly or indirectly identify you, we treat the combined data as personal data which will be used in accordance with this Policy.

3. Why we collect the Information set out in paragraph 2 and the legal ground we rely on to process such Information:

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To enable you to contact us via our Website and for us to answer your particular query.	Website	Contractual necessity – we need your e-mail address to respond to your query.
To enable you to log-in to our App and use our services moving forward, including to verify you are a genuine user via two-factor authentication. We also collect your date of birth at this point in order to ensure you are of the correct age to use our App and our Services.	Account	Contractual necessity – we need this information to register you as a user of our App and provide our services to you, except for phone number and date of birth which we rely on legitimate interests for as such information is required for us to verify you are a genuine account holder i.e., for our own fraud prevention services.

To verify you as a genuine account holder and content creator, in particular to verify you do indeed have the Instagram (or other applicable social media platform account) that you say you do, as well as to be able to perform the Services themselves.	Services	Contractual necessity – we need this information to provide our Services to you.
For us to record what financial transactions have taken place via our App which is the core aspect of our business as well as to allow you to be paid via our third party payment provider.	Financial Transaction	Contractual necessity – we need this information to provide our Services to you.
To improve and monitor the provision of our services via the Website and App, including for troubleshooting and bug fixing purposes.	Technical	Legitimate interests – to improve and monitor our services.
To improve and monitor the provision of our services via the Website and App, including for troubleshooting and bug fixing purposes.	Usage	Legitimate interests – to improve and monitor our services.
To allow you to be kept up-to-date within information about us and our products/services and news that we think you may be interested in.	Marketing	Legitimate interests – to further improve our services and engage with customers, unless we cannot rely on legitimate interests by law, in which case consent.

4. **Marketing:** Please note that in relation to marketing communications, we may use certain information (e.g., your Account Data and Usage Data) to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing). You will receive marketing communications from us if you have requested information from us or, when signing-up to our App have not opted out of receiving such communications. We will not, however, carry out any marketing of third party products/services and/or share your data with third parties for marketing purposes without first obtaining your express opt-in consent to do so.

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by contacting us at any time. Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us as a result of a service purchase, service experience or other transactions

5. **Sharing your information with third parties:** Some of the information XPO collects from you is passed to third parties. These third parties are:
 - (a) Service providers acting as processors such as: (a) our merchant service provider - UNIPaaS; (b) service providers which assist us in relation to authentication; (c) storage providers such as GitHub; (d) our marketing e-mail service provider; (e) our text message service provider; and (f) various third party API providers which assist us in connection with the performance of our services (e.g., Google Address to automate the address completion process).
 - (b) Our finance partner – Sonovate who determines whether or not we are able to pay a brand’s invoice.
 - (c) Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the UK who provide consultancy, banking, legal, insurance and accounting services.
 - (d) HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers based in the United Kingdom who require reporting of processing activities in certain circumstances.
 - (e) Certain third party analytics and cookies providers as described further in paragraph 9 below.
 - (f) Our regulator (the ICO).
 - (g) Third parties to whom we may choose to sell, transfer or merge parts of our business or our assets. Alternatively, we may seek to acquire other businesses or merge with them. If a change happens to our business, then the new owners may use your personal data in the same way as set out in this Policy.
6. **Links to third party websites:** XPO is not responsible for the privacy policies and practices of other sites, plug-ins and applications even if you access them via the Website and/or our App. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. You should check the policy of each site you visit and contact its owner or operator if you have any concerns or questions.
7. **Security:** XPO has implemented technology and policies to safeguard your privacy from unauthorised access and improper use.
8. **Storage and Data Retention:** We store your personal data in the EEA. Certain third parties which we engage (as described in paragraph 5 above) may, however, transfer data outside the EEA and we have entered into agreements with such third parties ensuring that they have an appropriate

adequacy basis on which to do so. We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, namely so long as you have an account with us, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you.

9. **Cookies/Third Party Technologies:** Cookies are small text files that are placed on your device when you use the Website and/or the App. XPO's use of cookies and similar technologies is detailed below. XPO uses cookies and similar technologies in the following ways when you use the App (with no cookies currently being collected via the Website):

Cookie/Tech nology Type	Purpose	Further Information
Mixpanel	XPO uses MixPanel to collect certain analytics information in relation to how each user uses the App.	https://mixpanel.com/legal/privacy-policy/

10. **Exercising your rights:** You can contact us using the details set out in paragraph 11 below if you wish to: (i) access a copy of the personal data that we hold about you; (ii) correct any items of personal data that we hold about you; and/or (iii) have any items of personal data that we hold about you erased or object to our processing of such items of personal data.
11. **XPO Details:** If at any time you would like to contact XPO about your views on this Policy or any enquiry relating to your personal information, you can do so by sending an e-mail to us at lotts@xpo-app.com or write to us at our registered office. You also have the right to make a complaint to the ICO by contacting [them](#) at any time.