



## **SYNHO Ltd.**

### **PRIVACY POLICY**

Synho Ltd based in London, under the address 85 Great Portland Str., W1W 7LT London, VAT GB 296727547, UTR: 3085926894 registered in Companies House under the number 10951847 declares that is the administrator of personal data according to the Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46 / EC.

#### **Introduction.**

Data security in the TSL industry is crucial. This is why we make every effort to ensure that the privacy of our customers and website users is treated with the utmost respect and protected in accordance with applicable standards. Read on for our policy.

1. We value the trust of our clients and always use their data in a fair and transparent manner.
2. Anyone who has entrusted us with their personal data has the right to obtain full information on how we use it. We are happy to provide information about the data we collect, how we use it and who we share it with. We are also happy to provide information on whom to contact if our answers prove to be insufficient.
3. If there are any questions regarding our use of personal data, please contact us immediately at: [office@synho.co](mailto:office@synho.co)
4. To the best of our abilities we will protect and secure all data against improper use.
5. We comply with all applicable data protection laws and standards and cooperate with data protection authorities.

### **PRIVACY POLICY**

In order to make it easier for you to navigate our policy we have divided it into sections and created a glossary of terms.

#### Contents:

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## **Definitions**

### **Personal data**

All customer and user data defined in accordance with the RODO and the Data Protection Act.

### **Web page**

Our company website, located at the address synho.co

### **Policy**

You're reading it. This is a set of rules based on our experience regarding Personal Data Processing;

### **Processing**

Our usage of Personal Data. By processing we mean activities such as collecting, recording, storing, developing, changing, sharing and deleting Personal Data, in particular those operations that lead to the optimal use of our Program;

### **RODO**

Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46 / EC

## **Your information helps us help you**

While you browse our website our servers automatically collect information sent by your browser. This information may contain such data as email addresses, IP addresses, your browser type, websites visited directly before entering our Website or Program, as well as other types of data. Data collected on users of our websites do not allow the user's direct or indirect identification.

Synho Ltd. uses this data for the purpose of customising displayed content, in order to ensure the highest quality of services provided, as well as for statistical, technical, advertising and functional purposes. Thanks to this, we can individually customise the Website to your needs. We respect your choice, therefore the provision of Personal Data is always voluntary. Remember, however, that if you do not provide the Personal Information we ask for, we will not be able to match our content to your needs, send you the information you want, or enter into a contract with you.

We are constantly improving our Website to automatically gather information about viewers, including you. For this purpose, we also use cookies. The Website does not always automatically collect information about you and if it happens we will always let you know.

## **Tell us what you want**

In order for our cooperation to run smoothly, we need to get to know each other. You know everything about us, and if you want to know more, contact us using the contact details provided at the end of the Policy.

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### **Here's how we can get to know you better:**

1. When you use our website we collect the following data about you: (a) your IP address, (b) your domain, (c) your browser identification details, and (d) the type of operating system you use and (e) your locations;
2. When contacting us through the forms available on our website, we may ask you for the following details: (a) your name, (b) your surname (c) your e-mail address (d) your telephone number (e) your company name (f) company address
3. When using our social networking sites (Linkedin, Facebook, Instagram), data (location, IP, operating system) are automatically collected for statistical and advertising purposes. One of our primary goals is to display ads tailored to your interests
5. When you use the contact form contained in the advertisement on Facebook, Linkedin, we may ask you for the following details: (a) your first name (b) your surname (c) your email address (d) your telephone number (e) your company name

When you provide us with Personal Data, we become their Administrator and Your Personal Data is processed by us:

- based on Article. 6 par. 1 lit. b) RODO - when necessary for contract implementation, when the data subject is a party to it or when it is necessary to take action before concluding the contract at the request of the data subject
- based on Article. 6 par. 1 lit. f) RODO - if processing is necessary for purposes arising from legitimate interests pursued by the Administrator or by a third party; the exception being for situations where the interests or fundamental rights and freedoms of the data subject requiring data protection prevail, in particular when the data subject is a child. The direct marketing of our products or services is in particular considered a legally justified purpose.
- based on Article. 6 par. 1 lit. a) RODO or art. 18 point 4 of the Act of 18th July 2002 on the provision of electronic services (Journal of Laws of 2016, No. 0, item 1030, as amended) - in the event of voluntary consent to the processing of personal data. Granting this consent takes place in particular through the ticking of a checkbox, with a statement of consent to the processing of personal data. The data of our clients are processed until the purpose of processing is completed; however, we reserve the right to make further use of these data, i.e.:
  - data necessary for the purposes of advertising, market research and the behavior and preferences of customers / users of the Website, with consent;
  - data allowed for processing on the basis of separate laws or agreements.

### **We process your Personal Data:**

1. in order to contact the user,
2. in order to answer a given question / submit a user via the contact form at [www.synho.co](http://www.synho.co),
3. in order to send information about changes in the regulations, etc.,
4. to customise the website to your needs,
5. for marketing purposes – i.e. sending you our commercial information.
6. for statistical purposes,

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### **You are in charge of your Personal Data**

Remember that you decide on the scope and purpose of the Processing of your Personal Data.

At any time you have the right to:

- access the content of your data;
- modify your data;
- request supplementation, updating, the correction of Personal Data, temporary or permanent suspension of their processing or their removal, if they are incomplete, out-of-date, false or have been collected in violation of the Act or are no longer necessary to achieve the purpose for which they were collected;
- withdraw your consent to the processing of personal data for marketing purposes at any time.

Withdrawing consent to the processing of data does not affect the lawfulness of the processing, which was undertaken on the basis of user consent before consent withdrawal. If you find that the processing of personal data violates RODO provisions, you have the right to lodge a complaint with the appropriate supervisory authority.

### **How we share information**

The specificity of our business means that we may sometimes transfer or share your Personal Information with other entities. Such transfer may take place only after we have concluded a contract with another entity.

We do not give or share your Personal Information unless you consent to it. We only transfer or make available data if you give your consent in advance or if it is permitted by generally applicable laws.

Your Personal Data may be transferred to countries outside the European Economic Area only if these countries meet the security requirements for Personal Data set out in Regulation of the European Parliament and of the Council (EU) 2016/679 of 27 April 2016 on the protection of individuals in relation to the processing of personal data and on the free movement of such data and the repeal of Directive 95/46 / EC.

Data collected in accordance with the Policy is valuable research material, therefore we can create and disclose anonymous reports and statistical data on the operation of the Website. However, such statements are not Personal Data, and thus do not allow any identification of you or other users.

### **Data security**

We strive for the security of all Personal Data entrusted to us, which is why we place value on high security solutions and we keep all information confidential. We fulfill all obligations incumbent upon us as the Administrator of Personal Data, and those arising from the provisions of generally applicable law and justified by our experience.

In order to ensure safety:

1. we use SSL encryption,
2. we control the methods of collecting, storing and processing information, including physical security measures, to protect against unauthorized access to the system,
3. we provide access to Personal Data only to employees, contractors and representatives who require access to them in order to process them for the needs of the Administrator. In addition, under contract they are obliged to maintain strict confidentiality, and in the event of failure to meet these obligations may suffer consequences, including termination of cooperation.

### **Cookies**

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We want to improve our Website, make it easier to use it and how best to match it to your needs; because of this, apart from the information you voluntarily provide, we use cookies, i.e. files containing IT data, which are saved on the end device you use so that it is possible to read them when using the Website again.

Cookies are to serve You and us. Their goal is to adapt the content of the Website to your individual preferences, optimize the use of the Website and its individualization. With cookies we can create website statistics, which allow for constant improvement. Cookies do not cause changes in the configuration of the end device you are using. This information is used only to create statistics of the functioning of the Website. They may also be made available to third parties, but only when required by law or when entrusting the processing of cookie information to third parties. Our Website uses several types of cookies:

1. Session - used to identify the website user;
2. Statistical - used for statistical purposes;
3. Functional – used to provide additional features to the system.

Remember that you can always opt out of cookies. Regardless of which web browser you use, you can use the option to disable cookies for both a specific website and all websites visited by you. You can find information on how to use the above option from the manufacturer of the browser you are using. However, if you decide to stay on the Website without disabling cookies, you agree to download them. If you have any questions about cookies, you can find them in the "Help" section of your web browser.

#### **Contact us - we are here for you**

We like to talk, so if you have any questions or for any other reason you want to contact us you can:

1. write an email to [office@synho.co](mailto:office@synho.co)
2. contact us directly at [www.synho.co](http://www.synho.co) using the contact form

#### ***SynHo. Ltd.***

***85 Great Portland Street, First Floor  
W1W 7LT,  
London***

Synho Ltd reserves the right to make changes or additions to this Privacy Policy. All such changes will be published at [www.synho.co](http://www.synho.co) , therefore we recommend that you visit our website on an ongoing basis and monitor the current status of the use of the Website by all our users.