



LIQUID INTELLIGENT TECHNOLOGIES
General Privacy Notice

Our esteemed stakeholders,

Liquid Intelligent Technologies - Uganda (LIT-U) is committed to due compliance in the way we collect, process, handle, share and preserve your personal information. We commit to protect your privacy and use your personal data with transparency. This notice explains how LIT-U collects and processes your personal data through your use of our website, registration for events, signing up for services and marketing activities.

Information about us

We are a telecommunication operator duly licensed and regulated by the Uganda Communications Commission (UCC). As part of our mandate, we are required to collect, process and store personal data of our subscribers before activation of their service, through a process commonly referred to as “Know-Your-Customer” or “KYC”. Similarly, commercial prudence requires us to collect personal and other information from our suppliers, employees, business partners and any other members of the public who may wish to conduct business with us. Therefore, LIT-U is the collector, controller, and processor responsible for your personal data in our care.

What type of information is collected from you?

The information we collect depends on your relationship or interactions with LIT-U, and the choices you make with us, including your privacy settings. It falls in any of the following categories:

a) Personal information

Personal information is data that identifies you as an individual or relates to an identifiable individual, whether as a natural or artificial person. It includes your name, title, date of birth, company name, job title, postal address, telephone number or email address. It further includes the nationality, age, marital status, educational level, occupation, an identification number, symbol, or other particulars assigned to a person, other identity data, or any other information which is in the possession of, or likely to come into the possession of the data controller and includes an expression of opinion about the individual. So, if you submit any Personal Information on behalf of another person, then you must have their express permission to do so in accordance with law.

b) Other information

Other Information is any information that does not reveal your specific identity or does not directly relate to an identifiable individual. This might include, browser and device information, information collected through cookies, pixel tags and other technologies, demographic information and other information provided by you or an aggregator.

c) Location information

We collect information about your imprecise location which includes a place derived from your IP address or data that indicates where you are situated with less precision, such as at a city



or postal code level. Your IP address is a number that is automatically assigned to the computer that you are using by your Internet Service Provider (ISP). Collecting IP addresses is standard practice and is done automatically by many websites, applications, and other services.

How we collect information from you

We may collect information from you in a variety of ways including:

1. Personal information.

- Through our website in stances where you request a product brochure, register for an event, contact us, subscribe to our newsletter, or download content.
- Offline such as when you attend our events, speak with, or write to our sales representatives, contact our customer services or when you sign up for any of our services.
- Third Party Sources: To enhance our ability to provide relevant services to you, we may obtain information about you from other sources, such as public databases, joint marketing partners and social media platforms, as well as from other third parties.

2. Other information.

- Through Your Browser or Device: Certain information is collected by most browsers or automatically through your device, such as your screen resolution, operating system name and version, device manufacturer and model, language, internet browser type and version.
- Through Cookies and Other Similar Technologies: Like many other websites, the LIT-U website uses cookies. Cookies are small pieces of information sent by an organisation to your computer and stored on your hard drive to allow that website to recognise you when you visit. They collect statistical data about your browsing actions and patterns but do not necessarily identify you as an individual.

How to Control Cookies

It is possible to switch off cookies by setting your browsers preferences. Turning cookies off may result in a loss of functionality when using our website. Please review our Cookies Policy for more information.

Our Use of Web Beacons and Analytics Services

LIT-U web pages may contain electronic images known as web beacons (also called single-pixel gifs) that we use to help deliver cookies on our websites, count users who have visited those websites and deliver co-branded products. We also include web beacons in our promotional email messages or newsletters to determine whether you open and act on them.

What we use your personal data for

The data laws and regulations allow us to collect, use, store and transfer personal information for any of the following purposes or circumstances:

- To comply with a statutory obligation, government directive or court order,



- To fulfil a contractual obligation with the data subject or in their interest,
- For the proper performance of a public duty by a public body,
- For national security,
- For medical purposes,
- For the prevention, detection, investigation, prosecution or punishment of an offence or breach of law,
- Upon your request, consent, or approval,
- For our legitimate interests, subject to respect of your human rights; and
- Any other lawful reasons where you have no objection

How we use your personal information

We may use your information to:

- Send you information which you requested or that may be of interest to you. These may include information about LIT-U products and services and of our associated companies.
- Send you administrative information such as notifying you of changes to our services, terms, conditions, and policies.
- To personalise your experience on the website by presenting products and offers tailored to your preferences or needs.
- To seek your views or comments on the services we provide.
- To show you personalised product and services advertisements on Google, LinkedIn, Twitter, and Facebook. The ads that you see may be selected based on information we process about you, such as your location or the content you view. For example, if you view content on our website about the Cloud, we may show you advertisements about Office 365. We ask for your consent for such direct marketing when you complete a registration with us.

Who has access to your information?

LIT-U endeavours to preserve the privacy of your personal information. We do not sell or rent your information to third parties. For service delivery, we may share personal data among LIT-U affiliates, subsidiaries and third-party service providers or agents working on our behalf. As a result, we require all third parties engaged by us to respect the security of your personal data and treat it in accordance with the law. They are only allowed to process your personal data in accordance with our instructions, and not for their own purposes.

How to access & control your personal information

If you wish to access, amend, or delete your personal data which is within our possession, you can contact us by emailing us at privacy@liquid.tech or DPO@liquid.tech with the information prescribed under the Data Protection and Privacy Act of Uganda Law together with your proof of identity and we will respond to you within the prescribed timeline.

What choices do I have?



You have a choice about whether or not you wish to receive information from us. If you do not want to receive direct marketing communications or other unsolicited messages from us, then you can opt-out by ticking the relevant boxes on the form used to collect your information.

If you receive promotional emails or other unsolicited messages from us which you do not wish to obtain, kindly notify us by following the directions in that message (e.g., unsubscribe option in the footer).

International transfer of Information

The data that we collect from you may be transferred to and stored outside Uganda to work with members of the LIT-U Group and third parties, who help us carry out our duties. Whenever we transfer your personal data out of jurisdiction, we will ensure its adequate protection with the same level of protection as it has in Uganda.

How long we keep your personal data.

We will hold your personal information on our systems for at least (5) five years or as long as is necessary for the relevant activity, or as long as is set out in any relevant contract you hold with us. Thereafter we may keep it for longer in order to respond to any questions or complaints and to maintain necessary records to satisfy legal, accounting or reporting requirements. We may also keep your data for research or statistical purposes.

Your rights

You have the right to access, rectify or request erasure of your personal data and to request the transfer of the data to you or a third party. You may object to the processing of your data where we are relying on a legitimate interest and may ask us to restrict its processing. Where we are relying on your consent to the processing (such as direct marketing) you may withdraw your consent at any time.

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask for further information.

In case of an unsatisfactory service relating to your personal data, please write to us at privacy@liquid.tech or DPO@liquid.tech. If we do not resolve it in a satisfactory manner, you have the right to make a complaint to the Personal Data Protection Office under the National Information Technology Authority- Uganda (NITA-U) for further resolution.

If you have any questions or require any more information, please contact us at privacy@liquid.tech or DPO@liquid.tech