



## Privacy Policy

Read how Liquid Intelligent Technologies Kenya collects, shares and protects your personal information in their Privacy Policy.

### **We are committed to protecting your privacy and being transparent about how we use your data.**

This privacy policy sets out the basis on which we collect and process your personal data through your use of our website, registration for events and/or signing up for newsletters and other marketing activities online.

For the purposes of this Privacy Policy, the terms “*personal data*” and “*personal information*” are used interchangeably and shall be understood to have the same meaning.

### **Information about us**

This website is maintained by Liquid Intelligent Technologies Limited on behalf of the Liquid Intelligent Technologies Group. Liquid Intelligent Technologies Limited is the controller responsible for your personal data (referred to as “we”, “us”, “our” or “Liquid Intelligent Technologies” in this privacy policy). Our registered office is at **Sameer Business park, Block A, Mombasa Road**. If you have any questions about this privacy policy, the use of your personal information or your dealings with our website you can contact us at [privacy@liquid.tech](mailto:privacy@liquid.tech)

### **Our lawful basis for processing your personal data**

We process personal data on the following lawful bases:

- Your consent;
- Performance of a contract to which you are a party;
- Compliance with a legal obligation;
- Protection of your vital interests or that of another person;
- Performance of a task carried out in the public interest; or
- Legitimate interests pursued by us or a third party, provided such interests are not overridden by your fundamental rights and freedoms.

### **What type of information is collected from you?**

The information we collect depends on your interactions with Liquid Intelligent

Technologies and the choices you make with us, including your privacy settings. The information we collect can include the following:

**(a) Personal data**

Personal data is information that identifies you as an individual or relates to an identifiable individual, including: name, title, company name, job title, postal address, telephone number or email address. If you submit any Personal data on behalf of other people, then you must have their permission to do so under this Privacy Policy.

**(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, for instance, browser and device information, information collected through cookies, pixel tags and other technologies, demographic information and other information provided by you or aggregated information.

## **How we collect information from you**

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

**(a) Personal information.**

- **Through our website:** We may collect Personal Information through our website, e.g., when you request a product brochure, register for an event, contact us, subscribe to our newsletter or download content (e.g. whitepapers).
- **Offline:** We may collect Personal Information from you offline, such as when you attend one of our events, speak with our sales representatives or contact our customer services, sign up for any of our service or visit our offices.
- **Information from Other Sources:** In order to enhance our ability to provide relevant marketing, offers and 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.

**(b) 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 Liquid Intelligent Technologies 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 and do not 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

Liquid Intelligent Technologies 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.

## Purpose of processing your personal data

Personal data is processed for one or more of the following purposes:

- To provide requested products or services;
- To manage contractual relationships;
- To comply with applicable legal or regulatory obligations;
- To manage our internal operations, including audits and recordkeeping;
- For security and fraud prevention;
- For research, analysis, and service improvement;
- For marketing and communications, where permitted.
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## What we use your personal data for

Data protection law in the Kenya allows us to collect, use, store and transfer personal information if we have one or more of the following purposes for doing so:

- To fulfil a contract with you; or
- Where necessary to comply with a legal or regulatory obligation; or
- Where necessary for our legitimate interests (provided your interests and fundamental rights do not override these interests); or

- For other reasons where you have expressly consented to those purposes.

Below are the ways we will use your personal data to fulfil your contract and/or for our legitimate interests:

## **How we use your personal information**

We may use your information to:

- Send you information which you have requested and that may be of interest to you. These may include information about Liquid Intelligent Technologies, products and services we offer, promotions of our associated companies goods and services.
- 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 you.
- 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 Liquid Intelligent Technologies.

## **Who has access to your information?**

We will not sell or rent your information to third parties.

We will not share your information with third parties for their marketing purposes.

Third Party Service Providers working on our behalf: We share personal data among Liquid Intelligent Technologies-controlled affiliates and subsidiaries. We also share personal data with vendors or agents working on our behalf for the purposes described in this statement. For example, companies we've hired to provide customer service support or assist in data cleansing may need access to personal data to provide those functions. We require all third parties engaged by us to respect the security of your personal data and to treat it in accordance with the law. Such third parties 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**

For requests to access or delete your personal information, contact Liquid Intelligent Technologies by emailing [privacy@liquid.tech](mailto:privacy@liquid.tech). We will respond to your request within 30 days.

## **Means of processing**

Personal data is processed manually and/or electronically, using secure systems and procedures designed to ensure confidentiality, integrity, availability, and resilience in accordance with global best cybersecurity practices.

## **Access to personal data by authorised persons**

Only authorised third parties with a legitimate and verifiable need will be granted access to personal data. Such access shall be governed by data processing agreements or contractual clauses that ensure compliance with applicable data protection standards.

## **Purpose of third-party access**

Authorised third parties may access personal data for the following purposes:

- To deliver services or perform tasks on our behalf;
- To comply with legal and regulatory requirements;
- To support audits, due diligence, and compliance assessments;
- For business continuity and disaster recovery purposes.

## **What choices do you 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 from us about the company or our products and services, then you can select your choice by ticking the relevant boxes situated on the form on which we collect your information.

If you receive promotional emails from us and have not agreed to this you can notify us by following the directions in that message (e.g. unsubscribe option in the footer). This option does not apply to mandatory service communications that are part of certain Liquid Intelligent Technologies services, or to surveys or other informational communications that have their own unsubscribe method.

