



# GDPR Privacy Policy

**June 2023**

NatureAlpha is committed to protecting the privacy and security of your personal data. This Privacy Policy describes how we collect, use, disclose, and store your personal data when you use our services. It also describes your data protection rights, including a right to object to some of the processing that we carry out.

## 1. Information We Collect

We collect and process personal data about you when you interact with us and our services. This data includes:

**Account Information:** When you sign up for our services, we collect your name, email address, and other necessary information to create and manage your account.

**Usage Data:** We collect information about how you use our services, including your IP address, browser type, device information, and actions you take on our platform.

**Payment Information:** If you make a purchase, we collect payment information, such as credit card details or other payment methods.

## 2. How We Use Your Information

We use your personal data for the following purposes:

**To Provide Services:** We use your information to provide and maintain our services, including customer support and to improve and enhance the user experience.

**To Process Payments:** We use your payment information to process transactions and prevent fraud.

**To Communicate:** We use your contact information to communicate with you about our services, including updates, security alerts, and account notifications.

**To Improve Our Services:** We analyze usage data to understand how our services are used and to improve the functionality and quality of our services.

## 3. Disclosure of Your Information

We do not sell your personal data. We may share your information in the following circumstances:

With Service Providers: We may share your information with third-party service providers who perform services on our behalf, such as payment processing, data analysis, email delivery, hosting services, and customer service.

For Legal Purposes:\* We may disclose your information to comply with applicable laws, regulations, legal processes, or governmental requests.

#### 4. Your Data Protection Rights

You have the following data protection rights:

Access: You can request a copy of the personal data we hold about you.

Rectification: You can request that we correct any inaccuracies in your personal data.

Erasure: You can request that we delete your personal data under certain conditions.

Restriction of Processing: You can request that we restrict the processing of your personal data under certain conditions.

Objection to Processing: You can object to the processing of your personal data under certain conditions.

Data Portability: You can request the transfer of your personal data to you or a third party in a structured, commonly used, machine-readable format.

#### 5. Data Security

We take the security of your personal data seriously and implement appropriate technical and organizational measures to protect it.

#### 6. Changes to this Privacy Policy

We may update this Privacy Policy from time to time. If we make significant changes, we will notify you through our website or other means, so you are aware of the changes.

### **Contact Us**

If you have any questions about our Privacy Policy or the personal data we hold about you, you can contact us at:

NatureAlpha  
33 St James's Square, London SW1Y 4JS  
contact@naturealpha.ai  
07710456043

By using our services, you agree to the terms of this Privacy Policy. Thank you.