

## ARKETDATA PRIVACY POLICY

### Introduction

ArketData (“ArketData”, or “We” or “Us” “Our”) is a data-aggregation and intelligence sharing platform which collects data on food prices in different markets across Nigeria. At ArketData, we recognize the importance of data privacy and are committed to implementing measures to protect your personal data.

This Privacy Policy gives you information on how ArketData collects, uses, discloses and protects your personal data when you visit our website, including any data you may provide through this website when you sign up for our newsletter, subscribe to our services or other services from ArketData.

By clicking on the “accept” button or providing us with your personal data, you signify your acceptance of this Privacy Policy and consent to the collection, use, and processing of your personal data in accordance with applicable laws. If you do not agree with the terms outlined in this Privacy Policy, it is necessary to refrain from accessing our services or providing any information to us. You may choose to withdraw your consent at any time.

We encourage you to review this Privacy Policy whenever you interact with us to stay informed about our privacy practices and the ways you can help protect your privacy.

### Data we collect

Personal data or information means any information about an individual from which that person can be identified. Some of your information are collected automatically when you visit our website while others are provided by you when filling out a form or communicating with us.

We may collect, use, store and transfer the following data:

- Basic personal and contact details such as name, email address to register as a user, address, and phone number.
- Payment details (where required) such as your bank account and payment card information
- Technical details (which are collected automatically) such as your IP address, your login data, browser type and version, time zone setting and location, operating system and platform, and other technology on the devices you use to access this website.
- Usage details such as information about how you use our website, products and services.

### How your Data is collected

There are various methods through which ArketData collects data from or about you:

- **Automated technologies or interactions:** When you engage with our website, we automatically collect technical data about your device, browsing actions, and patterns. This data is collected using cookies and other similar technologies.
- **Direct means:** When you provide us with your personal details by filling out forms or communicating with us via post, phone, email, or other means such as when you apply for our products or services, when you create an account on our website, when you subscribe to our service, when you request marketing materials to be sent to you, when you participate in a competition, promotion, or survey, and when you provide feedback or contact us.
- **Third parties or publicly available sources:** We may receive personal data about you from various third parties and public sources, including social media platforms.
- Additionally, we may collect technical data from parties such as analytics providers, search information providers like Google, contact, financial, and transaction data from providers of technical, payment, and delivery services such as Paystack, analytics from social media channels, including likes, shares, and posts.

### How we use your data

We use your Personal Data for the following:

- To provide you with our services.
- To resolve disputes or address conflicts that may arise from your use of our products and services.
- To assist you with enquiries and improve our customer service.
- To troubleshoot problems and ensure the safety and security of our services.
- For our billing and account purposes
- To measure consumer interest in our products and services.
- To inform you about online and offline offers, products, services, and updates.
- To customize your experience.
- To detect and prevent error, fraud, and other criminal activity.
- To enforce our terms and conditions; and as otherwise described to you at the time of collection.

- Link or combine with information we get from others to help understand your needs and provide you with better service.
- To comply with legal and statutory obligations
- To fulfill any other purpose for which the Personal Data was collected.

### **Data Security**

To secure your personal data and prevent unauthorized access, disclosure or alteration of your personal data, we have implemented robust procedures to ensure the security of the personal data we collect.

Access to your personal data is restricted to employees, agents, contractors and other third parties on a need-to-know basis. They are only permitted to process your personal data according to our instructions and are bound by strict confidentiality obligations.

### **Data Retention**

Your personal data will be retained for as long as necessary to fulfill the purposes for which it was collected, including compliance with legal, statutory or internal policy requirements.

In certain circumstances, we may retain your personal data for an extended period, such as in the event of a complaint or if we reasonably anticipate potential litigation related to our relationship with you. The retention period is determined by several factors including the volume, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, and the specific purpose for which your personal data is processed.

### **Rights**

You have the following rights:

- Right to request access to your personal data
- Right to request correction of the personal data
- Right to erasure of your personal data at any time
- Right to object to processing your personal data
- Right to be notified if we are transferring your personal data
- Right to request the transfer of your personal data to you or a third party.
- Right to withdraw consent at any time
- Right to lodge a complaint about the handling of your personal data with the Nigeria Data Protection Commission

### **Cookies**

- Cookies are small pieces of information stored on your device by a website when you visit it. They are useful for enabling the website to remember information specific to a given user.
- We use cookies to identify you as a user and improve your user experience, customize our services, content and advertising. With the cookies, our servers remember your account log-in information when you visit our website, your IP address, date and time of visits, browser type, monitor web traffic and prevent fraudulent activities.
- You have the choice to delete and disable cookies for each browser, on each device you use to access our website.

### **Disclosure**

We are committed to safeguarding your privacy and will not sell, publish, or disclose your personally identifiable information collected through our website, services, or other means, except as necessary to provide our services or as detailed in this Privacy Policy.

We may share generic, aggregated demographic data that is not linked to any personally identifiable information with our business partners, trusted affiliates, professional advisers, and advertisers for the purposes outlined in this Privacy Policy.

### **Children**

ArketData is not intended for or designed for children and we do not intentionally collect personal information from children.

### **Third Party links**

Our website may contain links to third party websites that we do not own or control. ArketData has no authority over, and accepts no responsibility for the content, privacy policies, or practices of any third-party websites or services.

You acknowledge that we are not liable, directly or indirectly for any damage or loss caused or alleged to be caused by or in connection with the use of or reliance on any such content, goods or services available on or through any such websites.

We strongly recommend that you review the terms and conditions and privacy policies of any third-party websites you visit.

**Changes to this Policy**

This Privacy Policy may be revised from periodically. We will notify you whenever such revision is made. By continuing to use ArketData, you acknowledge and accept the changes. If you do not agree with the updated terms, please discontinue the use of ArketData.

**Contact us**

If you have any concern or question regarding this Privacy Policy or the way we handle your information, do not hesitate to contact us at [contact@arketdata.com](mailto:contact@arketdata.com).