

# Privacy Policy

Effective Date: January 30, 2025

## 1. Introduction

This Privacy Policy describes how Orchid AI Limited (“Orchid AI,” “Orchid”, “Company,” “we,” “our” or “us”). collects, uses, and discloses personal information when you use our Services.

## 2. Data Controller

For the purposes of the UK General Data Protection Regulation (“UK GDPR”), the data controller is:

Orchid AI Limited  
128 City Road, London, EC1V 2NX, United Kingdom

## 3. Personal Data We Collect

- **Account Information:** When you sign up, we collect your name, email address, and any other information you provide.
- **Usage Data:** We collect data about how you interact with the Services, such as feature usage, timestamps, and error logs.
- **Device Data:** We collect technical information about the device(s) you use to access the Services, including IP address, browser type, and operating system.

## 4. How We Use Your Data

- **Service Delivery:** To provide, maintain, and improve our Services.
- **Communications:** To respond to your inquiries, provide updates, or send administrative messages.
- **Analytics:** To understand user behaviour, diagnose technical issues, and optimise user experience.
- **Legal & Compliance:** To comply with applicable laws, regulations, and legal processes.

## 5. Legal Bases for Processing

We process your personal data under one of the following bases:

- **Consent:** Where you have given us explicit consent (e.g., to receive marketing materials).
- **Legitimate Interests:** For analytical, operational, or security reasons.
- **Contractual Necessity:** To fulfil our contractual obligations to you (e.g., provide the Services).

## 6. Data Sharing & Transfers

- **Service Providers:** We may share personal data with trusted third-party service providers for hosting, analytics, etc.
- **Compliance with Law:** We may disclose personal data if required by law or to protect our rights.
- **International Transfers:** We operate globally, which may involve transferring personal data outside the UK. In such cases, we use appropriate safeguards (e.g., Standard Contractual Clauses).

## 7. Data Retention

We retain personal data for as long as necessary to provide the Services, comply with our legal obligations, or for legitimate business interests.

## 8. Your Rights Under the UK GDPR

You have the right to:

- Request access to your personal data.
- Request correction of incomplete or inaccurate data.
- Request erasure of your data where there is no lawful basis for continued processing.
- Object to or restrict processing under certain circumstances.
- Withdraw consent where processing is based on consent.

To exercise any of these rights, please contact us at [email/contact form link].

## 9. Security Measures

We employ industry-standard security measures, including AES-256 encryption, SOC2 Type II compliance, and other safeguards to protect your personal data. However, no system can guarantee absolute security.

## 10. Children's Privacy

Our Services are not directed to individuals under the age of 18. We do not knowingly collect personal data from minors.

## 11. Changes to This Policy

We may update this Privacy Policy from time to time. We will provide notice of material changes via email or a prominent notice on our platform.

## 12. Contact Us

If you have questions or concerns about this Privacy Policy, please contact:

Orchid AI Limited

128 City Road  
London  
United Kingdom  
EC1V 2NX

support@orchid.ac