



Privacy Policy

We are Volume Ltd, the providers of Fruut. We are committed to protecting and respecting your privacy.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how we will treat it. By visiting our fruut.ai site you are accepting and consenting to the practices described in this policy.

This privacy policy applies to our Fruut users and those browsing our website. For the purpose of the data protection laws applicable to us, the data controller is Volume Ltd of Buckhurst Court, London Road, Wokingham, Berkshire, RG40 1PA, United Kingdom.

We are registered as a data controller with the UK Information Commissioner's Office (registration number ZA153217)

Information we collect from you

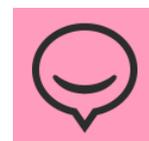
We will collect and process information about you that you give us by filling in forms on our website or by corresponding with us by phone, e-mail, live chat or otherwise. It includes information you provide when you register to use Fruut, and when you report any issues with Fruut. The information you give us may include your name, address, e-mail address and phone number and (if you work for a business) the name of your business.

Cookies

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve it.

You can see the cookies we use in the table below:

Cookie Name	Purpose	Expires	Description
_Microsoft's ASP.NET System	System Cookie	Session	Used to generate the web pages before they are delivered to your computer. This may create session cookies that are essential to the operation of the site. No information in these cookies is used by us.
ASP.NET_SessionId	System Cookie	Session	The session cookie may be set as part of your online experience if using a Fruut login, to enable us to identify you. It only exists for the duration of the browsing session and is deleted afterwards.
Fruut_MsAppSource_strAccessToken, Fruut_MsAppSource_strSubscriptionID, Fruut_MsAppSource_strPlanID	System Cookie	1 hour	Used for making it possible to register new users who are redirected to Fruut after signing up from the Microsoft AppSource store. They are discarded either after the user finishes registration or 1 hour elapses, whichever is earlier.
_gid, _ga, _UA*, _gaexp	Google Analytics	2 years	This is used within Google Analytics to track user visits and behaviour.
vuid	Vimeo embedded video	2 years	
hubspotutk	HubSpot	1 year 1 month	This is used within HubSpot to track user visits and behaviour .



By using our website, you are permitting us to collect the information in this table from your device using cookies for the purpose described. Most web browsers allow some control of most cookies through the browser settings. If you do not wish to allow the use of cookies and still wish to browse the website, you can turn off cookies within your browser settings. For information on how to control or delete cookies set by the Fruut website, please visit www.allaboutcookies.org. This website also uses Google Analytics, a web analytics service provided by Google, Inc. ('Google'). Google Analytics uses 'cookies', which are text files placed on your computer, to help the website analyse how you use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. You can opt out of Google Analytics here - <https://tools.google.com/dlpage/gaoptout?hl=en>

Uses made of the information

We use information held about you in the following ways:

- to provide you with the Fruut service, and any information, products and services that you request from us;
- to provide you with information about other goods and services we offer that are similar to those that you or the business you work for have already used or enquired about;
- to provide you, or permit selected third parties to provide you, with information about goods or services we feel may interest you. If you are an existing user, we will only contact you by electronic means (e-mail or SMS) with information about goods and services similar to Fruut. Otherwise, we will contact you by electronic means only if you have consented to this.
- to notify you about changes to Fruut;
- to ensure that our site is presented in the most effective manner for you and for your computer.
- to administer our site and for internal operations, including troubleshooting, data analysis, testing, research, statistical and survey purposes;
- to improve our site to ensure that content is presented in the most effective manner for you and for your computer;
- to allow you to participate in interactive features of our service, when you choose to do so;
- as part of our efforts to keep our site safe and secure; and to make suggestions and recommendations to you and other users of our site about goods or services that may interest you or them.

Disclosure of your information

You agree that we have the right to share your personal information with:

- Any member of our group of companies, which means our subsidiaries, our ultimate holding company and its subsidiaries.
- Our hosting partner, whose servers are in the European Union.
- Google, for the purposes of analytics.
- HubSpot, for the purposes of analytics.
- Braintree, our third-party payment processor, for payment purposes.

We will disclose your personal information to third parties:

- In the event that we sell or buy any business or assets, in which case we will disclose your personal data to the prospective seller or buyer of such business or assets.



- If Volume Ltd or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If we are under a duty to disclose or share your personal data in order to comply with any legal obligation, or in order to enforce or apply our terms of service and other agreements; or to protect the rights, property, or safety of Volume Ltd, our customers, or others. This includes exchanging information with other companies and organisations for the purposes of fraud protection.

Storing your personal data

All information you provide to us is stored on our hosting partner's secure servers. Where we have given you (or where you have chosen) a password which enables you to access certain parts of our site, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data, we cannot guarantee the security of your data transmitted to our site; any transmission is at your own risk. Once we have received your information, we will use strict procedures and security features to try to prevent unauthorised access.

We hold your information only as long as necessary for each purpose we use it. If decide not to use Fruut any more or request that we have no further contact with you, we will keep some basic information in order to avoid sending you unwanted materials in the future and to ensure that we don't accidentally duplicate information.

Our Legal basis for using your data

Our use of your personal data will always have a lawful basis, either because it is necessary for our performance of a contract with you, because you have consented to our use of your personal data (for example, by subscribing to emails), or because it is in our legitimate interests.

In general terms, "Legitimate Interests" means we can process your personal information if:

- we have a genuine and legitimate reason; and
- we are not harming any of your rights and interests.

Your rights

You have the right to ask us not to process your personal data for marketing purposes. We will usually inform you (before collecting your data) if we intend to use your data for such purposes or if we intend to disclose your information to any third party for such purposes. You can exercise your right to prevent such processing by checking certain boxes on the forms we use to collect your data. You can also exercise the right at any time by contacting us at hello@fruut.ai.

Our site may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates. If you follow a link to any of these websites, please note that these websites have their own privacy policies and that we do not accept any responsibility or liability for these policies. Please check these policies before you submit any personal data to these websites.

As a data subject, you have the following rights under the GDPR, which this policy and our use of personal data have been designed to uphold:

- the right to be informed about our collection and use of personal data;
- the right of access to the personal data we hold about you (see below);
- the right to rectification if any personal data we hold about you is inaccurate or incomplete (please contact us using the details at the end of this policy);
- the right to be forgotten (meaning the right to ask us to delete any personal data we hold about you). We only hold your personal data for a limited time, as explained below but if you would like us to delete it sooner, please contact us using the details set out at the end of this policy;
- the right to restrict (i.e. prevent) the processing of your personal data;



- the right to data portability (obtaining a copy of your personal data to re-use with another service or organisation);
- the right to object to us using your personal data for particular purposes; and
- rights with respect to automated decision making and profiling.

These rights can be exercised in accordance with applicable data protection laws. To exercise your rights, please use the contact details at the top of this policy. If you make a complaint to us and think we have not dealt with it to your satisfaction, you may send your complaint to the Information Commissioner for investigation. For more information on the Information Commissioner, and how to make a complaint, please visit their website at www.ico.org.uk.

Changes to our privacy policy

Any changes we make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by e-mail. Please check back frequently to see any updates or changes to our privacy policy.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to hello@fruut.ai.