



# Privacy Policy

At Claro Software, we are committed to safeguarding and preserving the privacy of our website visitors and product users. This Privacy Policy explains what happens to any personal data that you provide to us or that we collect from you.

## What information do we collect?

- Our billing and customer databases do not hold personal data. We use the ShareIt platform for individual customers: this holds personal data under their policies and agreements with you to supply our product. Otherwise our customers are companies.
- Our sign-in and cloud services use either an email address (and password) or connection to an online service (Microsoft, Google, Facebook, LinkedIn). For the email address users we have only that: the email address, not name or other identification. For the online services we are governed by their policies and agreements with you.
- End-user licence, we collect even less: in this case we collect only your email domain (e.g. clarosoftware.com) and not the whole email address.
- We have some services (e.g. TTS, OCR) to which our Apps send data (e.g. text, documents) and get data back (e.g. speech, different versions of the documents). At present these are all based in the UK or EU. We don't keep any data permanently (beyond a few hours maximum, but usually milliseconds) and we don't link it to end-user accounts and all the transport of data is encrypted.
  - Two of these services are operated by our partners. Again they are based in the EU and are not linked to end-user accounts (they just get traffic from Claro Software).
- We don't keep any personal data other than on your local, personal device. So we keep spelling in ClaroRead for Windows in a file on your hard disk, we don't upload it to our servers.
- We do keep and use personal data for marketing if you opt into it:
  - We use Mailchimp services to send updates about the products and webinars for people who subscribed to our "Newsletter". We follow [Mailchimp's legal policies](#).
  - Claro Software Ltd and group companies will use the information you provide on the mailing list sign up form to be in touch with you and to provide updates and marketing.
  - You can unsubscribe at any time by clicking the link in the footer of our emails

## Why do we collect your information?

We use the information we collect about you to process enquiries, orders, shipments and to provide an efficient service to you. We may also use it to tell you about changes in our product range or about special offers we think you'll find of interest.

Your personal information may also be used by us and our affiliates to occasionally notify you about important changes or updates to our website, new Claro Software products and special offers we think you'll find valuable. Again, you can request not to receive such information by opting out during the registration process.

## How do we protect your information?

Under the GDPR and UK Data Protection Act 2018, we follow strict security procedures in the storage and disclosure of information that you have given us, to prevent unauthorised access. Our security procedures mean that we may occasionally request proof of identity before we are able to disclose sensitive information to you.

## International Data Transfers

Customer billing and contact data are stored in Amazon Web Services (AWS). We have entered into Standard Contractual Clauses with AWS to ensure we comply with the GDPR rules on international transfers. This complies with data protection requirements and GDPR legislation when transferring data outside of the EU.

## Cookies

Like many Websites, we use 'cookies' and we obtain certain types of information when your Web browser accesses [www.clarosoftware.com](http://www.clarosoftware.com). Examples of the information we collect include the Internet protocol (IP) address used to connect your computer to the Internet, login, email address and password. This information is only intended to be used for understanding where customers visit our site, and the frequency of visits to our site. Please see our [Cookie Policy](#) for more information.

## Changes to this policy

Meaningful changes to this policy will be communicated by email to everyone that we hold a contactable email address for.

## Contacting us

If you have any questions about this privacy statement you can contact us via any of the means on our [Contact us](#) page.

Policy last reviewed 10<sup>th</sup> August 2021