

# HEYOO WEBSITE PRIVACY POLICY

**Last Updated: January 14, 2025**

Heyoo HR B.V. ("Heyoo") is committed to protecting your privacy and ensuring the security of your personal data. This Privacy Policy explains how we collect, use, share, and safeguard your information when you use our services or interact with our website. It also outlines your rights as a data subject and how you can contact us with privacy-related inquiries.

"We", "our", and "us" in this Privacy Policy refer to HEYOO HR B.V., the entity responsible for personal data processing.

## 1. Services description

Heyoo provides an employee engagement platform that uses AI to empower companies to transform their employees into powerful brand advocates by leveraging their authentic voices. Through personalized content and network activation, the platform enables employees to amplify the company's brand presence and reach.

This Privacy Policy explains how we collect, use, share, and protect personal data when you visit our website, use our platform, or otherwise engage with Heyoo services.

## 2. Data collection and use

"Personal Data" refers to any information that can identify an individual, either directly or indirectly. Heyoo collects and processes personal data depending on your interaction with our services.

- **For customers (companies):** We collect data provided by customers during onboarding, including contact information, company details, and user credentials to facilitate access to the Heyoo platform.
- **For employees (end users):** The platform processes data shared by employees, such as name, email, job title, birth date, education information, and any other details required to personalize their advocacy content and enhance engagement. This may include optional information provided by employees to improve the relevance and authenticity of AI-generated content.

- **For website visitors:** We collect data like IP addresses, browser information, and usage patterns via cookies and similar technologies to enhance the website experience and understand visitor behavior.

We use personal data to:

- Deliver and maintain the Heyoo platform.
- Personalize the experience for users and generate AI-driven content.
- Communicate with you about our services, updates, and support.
- Analyze platform usage and improve functionality.
- Ensure security, prevent fraud, and comply with legal obligations.

### 3. Third-party sharing

Heyoo shares personal data with third parties only as necessary to deliver our services, ensure compliance, and improve the platform. We ensure that all third parties adhere to appropriate confidentiality and data protection standards.

We may share personal data with:

- **Service providers:** Trusted third-party providers who assist in delivering our platform, such as cloud hosting services, analytics providers, AI technology partners, and communication tools. These providers act on our behalf and follow strict contractual obligations to protect your data.
- **Compliance and legal obligations:** Governmental authorities, regulators, or legal entities, as required to comply with applicable laws, enforce our rights, or respond to lawful requests.
- **Platform integrations:** If you use third-party integrations, such as Slack or other supported tools, personal data may be shared with these integrations to enable their functionality.
- **Business transfers:** In the event of a merger, acquisition, or other business transaction involving Heyoo, personal data may be transferred as part of the transaction. Any acquiring entity will be required to honor the commitments of this Privacy Policy.

We do not sell or rent personal data to third parties for their own purposes.

### 4. Cookies and similar technologies

Heyoo uses cookies and similar technologies to enhance your experience on our website and improve our services. Cookies are small text files placed on your device that store information about your preferences, device, or activity.

We use the following types of cookies:

- **Strictly necessary cookies:** Essential for the operation of our website and platform, such as enabling login and basic functionalities.
- **Analytics cookies:** Help us understand how users interact with our platform, so we can improve performance and user experience.
- **Functionality cookies:** Enable advanced features, such as remembering your preferences or settings.

Some of these cookies are set by Heyoo, while others are provided by trusted third parties (e.g., analytics providers).

#### **Your choices:**

You can manage or disable cookies through your browser settings. Note that disabling cookies may impact your ability to use certain features of our website or platform.

For more information on managing cookies and your rights, please refer to the help documentation of your browser or contact us at [privacy@heyoo.ai](mailto:privacy@heyoo.ai).

## **5. Individual rights and choices**

Heyoo is committed to ensuring transparency and providing you with control over your personal data. Depending on your location and applicable laws, you may have the following rights:

- **Access and information:** Request a copy of the personal data we process about you and understand how we use it.
- **Rectification:** Request that we correct inaccurate or incomplete personal data.
- **Deletion:** Request the deletion of your personal data, subject to any legal or contractual retention obligations.
- **Data portability:** Request a copy of your data in a structured, commonly used, and machine-readable format, and transfer it to another provider where feasible.
- **Objection to processing:** Object to the processing of your personal data where it is based on our legitimate interests.
- **Restriction of processing:** Request that we limit the processing of your personal data in specific circumstances, such as while verifying its accuracy or handling an objection.
- **Withdraw consent:** Where processing is based on your consent, withdraw your consent at any time.

Heyoo does not discriminate against individuals for exercising their data protection rights.

To exercise any of these rights or make inquiries about your data, please contact us at [privacy@heyoo.ai](mailto:privacy@heyoo.ai). We will respond in accordance with applicable laws.

If you believe we have not adequately addressed your request, you may also contact your local data protection authority.

## **6. Data retention and security**

Heyoo takes data security and retention seriously. We implement technical and organizational measures to protect personal data from unauthorized access, loss, misuse, or alteration. However, no system can guarantee complete security, and we encourage you to take steps to protect your information, such as using strong passwords and safeguarding your account credentials.

We retain personal data only for as long as necessary to:

- Deliver our services and fulfill the purposes outlined in this Privacy Policy.
- Comply with legal, regulatory, or contractual obligations.
- Monitor for fraudulent, malicious, or unauthorized activity.

Once personal data is no longer needed for these purposes, we securely delete or anonymize it, unless applicable law requires otherwise.

## **7. Children's privacy**

Heyoo's services are not directed at individuals under the age of 18. We do not knowingly collect personal data from children. If you become aware that a child has provided us with personal data, please contact us and we will take steps to delete the information.

## **8. Updates and notifications**

We may update this Privacy Policy from time to time to reflect changes in our services, legal obligations, or data protection practices. The "Last Updated" date at the top of this Privacy Policy indicates when it was last revised.

Any significant changes will be communicated via our website or directly through email, where appropriate. We encourage you to review this Privacy Policy periodically to stay informed about how we protect your data.

## 9. Contact details

The data controller responsible for this Privacy Policy is Heyoo HR B.V. (registered number 90830474), located in Rotterdam, The Netherlands. You can contact Heyoo at [privacy@heyoo.ai](mailto:privacy@heyoo.ai).

## Appendix A: Cookie details

### Strictly necessary cookies

These cookies are essential for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you, such as setting your privacy preferences, logging in, or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site may not work as intended. These cookies do not store any personally identifiable information.

Cookie Subgroup	Cookies	Type	Purpose
heyoo.ai	session_id	First party	Maintains your logged-in session
heyoo.ai	csrf_token	First party	Protects against cross-site request forgery

### Analytics cookies

These cookies help us understand how users interact with our website and platform so that we can improve performance and functionality.

Cookie Subgroup	Cookies	Type	Purpose
Google Analytics	_ga, _gid	Third party	Tracks user interactions and website behavior
Amplitude	AMP_ID	Third party	Provides insights into user behavior