



LeadNow Privacy Policy 2022

Our Privacy Policy was last updated on 09-06-2022.

LeadNow is committed to protecting your privacy. This Privacy Policy explains how your personal information is collected, used, and disclosed by LeadNow. This Privacy Policy applies to our application named LeadNow, and its associated subdomains (collectively, our “Service”). By accessing or using our service, you signify that you have read, understood, and agree to our collection, storage, use and disclosure of your personal information as described in this Privacy Policy and our Terms of Service.

Definitions and Key Terms

To help explain things as clearly as possible in this Privacy Policy, every time any of these terms are referenced, they are strictly to be interpreted as:

- **Cookie:** small amount of data generated by a website and saved by your web browser. It is used to identify your browser, provide analytics, and remember information about you such as your language preference or login information.
- **Company:** when this policy mentions “Company”, “we”, “us”, or “our”, it refers to Dignitas, House No.1C, Risa Court, Ngong Road, Nairobi, Kenya that is responsible for your information under this Privacy Policy.
- **Country:** where LeadNow or the Company is based, in this case is Kenya.
- **Customer:** refers to the company, organization or person that signs up to use the LeadNow service to manage the relationship with your consumers or service users.
- **Device:** any internet connected device such as a phone, tablet, computer or any other device that can be used to visit LeadNow and use the services.
- **IP address:** Every device connected to the internet is assigned a number known as Internet Protocol (IP) address. These numbers are usually assigned in geographic blocks. An IP address can often be used to identify the location from which a device is connecting to the internet.
- **LeadNow:**
- **Personnel:** refers to those individuals who are employed under LeadNow or are under a contract to perform a service on behalf of one of the parties.
- **Personal Data:** any information that directly, indirectly, or in connection with other information- including a personal identification number, allows for the identification or identifiability of a natural person.
- **Service:** refers to the service provided by LeadNow as described in the relative terms and on this platform.



- **Third-party service:** refers to advertisers, content sponsors, promotional and marketing partners, and others who provide our content or whose products or services we think may interest you.
- **Website:** LeadNow's site, which can be accessed via this URL: <https://leadnow.dignitasproject.org/>
- **You:** a person or entity that is registered with LeadNow to use the services.



What Information Do We Collect?

We collect information from you when you visit our service, register, subscribe to our newsletter, respond to a survey or fill out a form. While using Our Service, We may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number

How Do We Use The Information We Collect?

Any of the information we collect from you may be used in one or all of the following ways:

- To personalize your experience (your information helps us to better respond to your individual needs)
- To improve our service (we continually strive to improve our service offerings based on the information and feedback we receive from you)
- To improve customer service (your information helps us to more effectively respond to your customer service requests and support needs)
- To monitor progress and time spent on the LeadNow platform.
- To provide and maintain our Service, including to monitor the usage of our Service.
- To manage your account: to manage your registration as a user of the service. The personal data you provide can give you access to different functionalities of the service that are available to you as a registered user.
- For the performance of a contract: the development, compliance and undertaking of the purchase contract for the products, items or services you have purchased or of any other contract with Us through the Service.
- To contact you: To contact you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to the functionalities, products or contracted services, including the security updates, when necessary or reasonable for their implementation.
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information.



- To manage your requests: To attend and manage your requests to us.



Do We Share Information We Collect With Third Parties?

We may share the information we collect with our current and future affiliated partners, and if we are involved in a merger, asset sale or other business reorganization, we may also share or transfer your personal information to our successors-in-interest.

We may engage trusted third party service providers to perform functions and provide services to us, such as hosting and maintaining our servers and our service, database storage and management, e-mail management, storage marketing, credit card processing, customer service and fulfilling orders for products and services you may purchase through our service. We will likely share your personal information, and possibly some non-personal information, with these third parties to enable them to perform these services for us and for you.

We may also disclose personal and non-personal information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate in order to respond to claims, legal process, to protect our rights and interests or those of a third party, the safety of the public or any person, to prevent or stop any illegal, unethical or legally actionable activity, or to otherwise comply with applicable court orders, laws, rules and regulations.

How Do We Use Your Email Address?

By submitting your email address on our service, you agree to receive emails from us. You can cancel your participation in these email lists at any time by clicking on the opt out link or other unsubscribe option that is included in the respective email. We only send emails to people who have authorized us to contact them, either directly, or through a third party. We do not send unsolicited commercial emails, because we hate spam as much as you do.

Email addresses submitted only through the log in/sign up page will be used for the sole purpose of sending you information and updates pertaining to your use of the LeadNow learning platform. If, however, you have provided the same email to us through another method, we may use it for any of the purposes stated in this Policy.

Note: If at any time you would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

Could My Information Be Transferred To Other Countries?

We are incorporated in Kenya. Information collected via our website, through direct interactions with you, or from use of our help services may be transferred from time to time to our offices or personnel (be they agents or representatives), third parties or benefactors, located throughout the world, and may be viewed and hosted anywhere in



the world, including countries that may not have laws of general applicability regulating the use and transfer of such data. To the fullest extent allowed by applicable law, by using any of the above, you voluntarily consent to the trans-border transfer and hosting of such information.

Is The Information Collected Through Our Service Secure?

We take precautions to protect the security of your information. We have physical, electronic, and managerial procedures to help safeguard, prevent unauthorized access, maintain data security, and correctly use your information. However, neither people nor security systems are foolproof, including encryption systems. In addition, people can commit intentional crimes, make mistakes or fail to follow policies. Therefore, while we use reasonable efforts to protect your personal information, we cannot guarantee its absolute security. If applicable law imposes any non-disclaimable duty to protect your personal information, you agree that intentional misconduct will be the standards used to measure our compliance with that duty.

Can I Update or Correct My Information?

The rights you have to request updates or corrections to the information we collect depend on your relationship with us. Personnel may update or correct their information as detailed in our internal policies. Customers have the right to request the restriction of certain uses and disclosures of personally identifiable information as follows. You can contact us in order to: update or correct your personally identifiable information; change your preferences with respect to communications and other information you receive from us; or delete the personally identifiable information maintained about you on our systems subject to the following paragraph.

Such updates, corrections, changes and deletions as may be made to your account will have no effect on other information that we maintain, or information that we have provided to third parties in accordance with this Privacy Policy prior to such update, correction, change or deletion. To protect your privacy and security, we may take reasonable steps (such as requesting a unique password) to verify your identity before granting you profile access or making corrections. You are responsible for maintaining the secrecy of your unique password and account information at all times. You should be aware that it is not technologically possible remove each and every record of the information you have provided to us from our system. The need to back up our systems to protect information from inadvertent loss means that a copy of your information may exist in a non-erasable form that will be difficult or impossible for us to locate. Promptly after receiving your request, all personal information stored in databases we actively use, and other readily searchable media will be updated, as soon as and to the extent reasonably and technically practicable.

Sale or Transfer of Entity



We reserve the right to transfer information to a third party in the event of a sale, merger or other transfer of all or substantially all of the assets of us or any of its Corporate Affiliates (as defined herein), or that portion of us or any of its Corporate Affiliates to which service relates, or in the event that we discontinue our business or file a petition or have filed against us a petition for declaration of Insolvency, reorganization or similar proceeding, provided that the third party agrees to adhere to the terms of this Privacy Policy.

Affiliates

We may disclose information (including personal information) about you to our Corporate Affiliates. For purposes of this Privacy Policy, “Corporate Affiliate” means any person or entity which directly or indirectly controls, is controlled by or is under common control with us, whether by ownership or otherwise. Any information relating to you that we provide to our Corporate Affiliates will be treated by those Corporate Affiliates in accordance with the terms of this Privacy Policy.



How Long Do We Keep Your Information?

We keep your information only so long as we need it to provide service to you and fulfill the purposes described in this policy. This is also the case for anyone that we share your information with and who carries out services on our behalf. When we no longer need to use your information and there is no need for us to keep it to comply with our legal or other regulatory obligations, we will either remove it from our systems or depersonalize it so that we cannot identify you.

Governing Law

The Laws of Kenya, excluding its conflict of law rules, shall govern this Agreement and your use of our service. Your use of our service may also be subject to other local, national or international laws.

Your Consent

By using our service, setting up an account and logging in, you consent to this Privacy Policy.

Links to Other Websites

This Privacy Policy applies only to the Services offered by us. The services may contain links to other websites not operated or controlled by us. We are not responsible for the content, accuracy or opinions expressed in such websites, and such websites are not investigated, monitored or checked for accuracy or completeness by us. Please remember that when you use a link to go from the Services to another website, our Privacy Policy is no longer in effect. Your browsing and interaction on any other website, including those that have a link on our platform, is subject to that website's own rules and policies. Such third parties may use their own cookies or other methods to collect information about you.

Cookies

We use "Cookies" to identify the area of our website that you have visited. A cookie is a small piece of data stored on your computer or mobile device by your web browser. We use Cookies to personalize the content that you see on our website. However, if you disable cookies, you may not be able to access functionality on our website correctly or at all. We never place personally identifiable information in cookies.

Changes to Our Privacy Policy

If we decide to change our privacy policy, we will post those changes on this page, and/or update the Privacy Policy Modification Date.



Third-Party Services

We may display, include or make available third party content (including data, information, applications and other product services) or provide links to third-party websites or services (“Third-Party Services”).

You acknowledge and agree that we shall not be responsible for any third party services, including their accuracy, completeness, timelines, validity, copyright compliance, legality, decency, quality or any other aspect thereof. We do not assume and shall not have any liability or responsibility to you or any other person or entity for any Third-Party Services.

Third Party Services and links thereto are provided solely as convenience to you and you access and use them entirely at your own risk and subject to such third parties’ terms and conditions.

Contact Us

Do not hesitate to contact us if you have any questions.

- Via Email: lead.now@dignitasproject.org
- Via Phone Number: +254 (0)738 244670