



Neutreeno's Privacy Policy

Protecting your right to privacy online.

Introduction

This notice describes how we collect, store, transfer and use personal data. It tells you about your privacy rights and how the law protects you.

In the context of the law and this notice, 'personal data' is information that clearly identifies you as an individual or which could be used to identify you if combined with other information. Acting in any way on personal data is referred to as 'processing'.

This notice applies to personal data collected through our website, through applications to work with Neutreeno and through social media platforms (e.g. Facebook, Instagram, Twitter and Linked In) and online e-commerce platforms (e.g. Shopify).

Except as set out below, we do not share, or sell, or disclose to a third party, any information collected through our website.

The type of personal information we collect

We currently collect and process the following information:

- Personal identifiers, contacts and characteristics (for example, name and contact details).
- Transaction information, such as Indirect, digitised personal customer identifiers, order numbers and items, values, dates and times of purchases on e-commerce platforms
- information you contribute to our community or social media pages, including reviews, comments and reactions
- your replies to polls and surveys
- Employment and education history from CVs and applications to Neutreeno.
- Business information, including your business trading name and address, your company number (if incorporated), and your VAT number (if registered) and information about your sales, direct processes and supply chains



How we gather personal information and why we have it

Most of the personal information we process is provided to us directly by you for one of the following reasons:

1. You connect with us through the form on this website.
2. You have used our services to quantify and remove the greenhouse gas emissions of one of your online sales or purchases.
3. You engage with one of our social media platforms (Facebook, Twitter, Linked in or Instagram).
4. You have applied to be part of the Neutreeno team.
5. You have filled out a survey or poll.

We use the information that you have given us in order to:

1. Respond to your inquiry.
2. Quantify your e-commerce checkout journey and repeat custom.
3. Understand groups interested in sustainability and emissions reductions.
4. Evaluate candidate applications.
5. Improve our services, including which emissions reductions projects direction donations to.

We may this information with our partner companies to inform them of sustainability interests, repeat custom or other consumer purchasing behaviours, as well as for informing and collection of customer investments of greenhouse gas removal projects for the purpose of neutralising emissions.

Under the General Data Protection Regulation (GDPR), we process information you're your consent from browsing our website, participating in polls or surveys, applying to job opportunities or when you inquire about more information from Neutreeno about our products and services. You provide your consent to us to process information that may be personal data.

Under the General Data Protection Regulation (GDPR), legitimate interests are the lawful basis for this collection of data. These include working with businesses to evaluate emission from their entire value chain to help them and others get to net zero emission and to understand how consumers purchase sustainably for the purpose of promoting an efficient and inclusive green transition and collecting a list of and connecting with like-minded people and businesses and delivering educational content. Collecting and processing of the above information, is the minimum data requisite to perform these five duties in balance with your interests, rights and freedoms.



How we use aggregated information

We may aggregate anonymous information such as statistical or demographic data for any purpose. Anonymous information is that which does not identify you as an individual. Aggregated information may be derived from your personal data but is not considered as such in law because it does not reveal your identity.

For example, we may aggregate usage information to assess whether a feature of our website is useful, or whether consumers purchasing certain products are more likely to remove their emissions.

However, if we combine or connect aggregated information with your personal data so that it can identify you in any way, we treat the combined information as personal data, and it will be used in accordance with this privacy notice.

How we store your personal information

Your information is securely stored on one localised Neutreeno drive, or on Amazon Web Services.

We keep indirect personal identifiers from e-commerce indefinitely, direct personal identifiers from form submissions and social media engagement for 3 years and employment information and CVs for 6 months. We will then dispose your information securely by with a permanent digital deletion or a paper-shredding in the case of physical correspondence.

Your data protection rights

Every user is entitled to the following under data protection law:

Your right of access

You have the right to ask us for copies of your personal information.

Your right to rectification

You have the right to ask us to rectify personal information you believe is inaccurate. You also have the right to ask us to complete information you believe is incomplete.

Your right to erasure

You have the right to ask us to erase your personal information in certain circumstances.

Your right to restriction of processing

You have the right to ask us to restrict the processing of your personal information in certain circumstances.



Your right to object to processing

You have the the right to object to the processing of your personal information in certain circumstances.

Your right to data portability

You have the right to ask that we transfer the personal information you gave us to another organisation, or to you, in certain circumstances.

You are not required to pay any charge for exercising your rights. If you make a request, we endeavour to respond to you within a month.

If you'd like to exercise any of these rights, please contact us by email at contact@neutreeno.com or by post at Neutreeno Limited, International House, 12 Constance Street, London, E162DQ.

Privacy policies on other websites and platforms

This privacy policy only covers Neutreeno's website and social media platforms. It does not apply to links clicked through to other websites or on social media platforms. For information on this, please refer to their privacy policies.

How to contact us

If you have any questions about Neutreeno's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us by email at contact@neutreeno.com or by post at the following address:

Neutreeno Limited
International House, 12 Constance Street
London
E162DQ
United Kingdom



How to contact the proper authority

If you have any concerns about our use of your personal information, and you feel Neutreeno has not addressed your concerns in a satisfactory manner, you may contact the Information Commissioner's Office at the following address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Phone Number: 0303 123 1113

Website: <https://www.ico.org.uk>