



Privacy Policy

At Volume, we are committed to respecting and protecting your privacy. The purpose of this privacy statement is to help you understand how we use your information, when and why we collect it, and how we keep it secure.

When you use the Volume website you are agreeing to our [Website Terms of Use](#), of which this privacy statement forms part. This means that any information you upload about yourself can be dealt with in line with this privacy statement.

Who are we?

We are Volume Limited, a company registered in England and Wales under registration number 03278281 with its registered office at Buckhurst Court, London Road, Wokingham, Berkshire, RG40 1PA, United Kingdom.

If you have any questions, comments and requests regarding this privacy statement, please contact us at information@volume.ai.

Your rights

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 at information@volume.ai);
- 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 at information@volume.ai;
- 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 reuse 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.

If you have any cause for complaint about our use of your personal data, please contact us at information@volume.ai and we will do our best to solve the problem for you. If we are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.

What information do we collect?

We collect and process information that you enter into our website, which we call our 'DIGITAL CONCIERGE®' application, as well as correspondence you may have with us by phone, email or otherwise. You are free to ask our website any question but if you provide information of a personal or sensitive nature in doing so, this will automatically be collected as part of our data-management processes (along with all other information you enter).

Data submitted to our website is also shown on 'Lusy's Brain' – this is a reporting application that creates a visual representation of the questions in real time.

- No user data is stored in Lusy's Brain; it is purely a live feed representation of the questions being asked
- Lusy's Brain does not show any data we know to be personal, e.g. names or email addresses
- Lusy's Brain is visible at all times via a URL and is shown in our public reception area
- Lusy's Brain is also used in demonstrations and at other public events
- You should avoid giving us any personal data where we're not expecting it

If you are visiting our website from a computer linked to a business, we may be able to determine which business that is by cross-referencing your IP address with the public DNS records of your company. If you are visiting from a personal computer, then we will only see and record which Internet Service Provider you are using (e.g. Sky, BT, Virgin). We save this information for the purposes of market research and how best to serve you should you get in contact. We will not store your IP address (a code unique to your internet connection) and would not be able to identify you. If, however, you provide information that allows



us to identify you through our website (or otherwise), this information will be stored. This allows us to contact you if, for example, you leave your email address (and confirmation that you wish to be contacted).

How do we use your data?

When you ask a question through our website, it is automatically recorded, together with the answer you receive. This allows us to:

- Administer our website and internal operations, including for use in troubleshooting, data analysis, testing, research, statistical and survey purposes;
- Provide you with information about any new features or services we might offer you on our website or to solicit your feedback (we will only do this where you leave your contact details specifically for this purpose);
- Monitor what is being requested through our website to ensure that content from it is presented in the most effective manner for you and for your device and that you get the most helpful response from our system.

In addition, if you have visited our website from a computer linked to a business or other organisation, we may reach out to the most appropriate people at that organisation (or you if you have left your name) through publicly available social-media accounts (that are corporate in nature). We will not refer to the conversation you had with our DIGITAL CONCIERGE® application. We will just ask if you would be interested to hear how we can help.

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.

Who can see your data?

We share your information with our employees on a need-to-know basis, and with selected third parties including:

- AI developers, in relation to their provision of artificial intelligence technology, which assists us in answering your questions without human input;
- The Colombo Centre for Cognitive Computing (Pvt) Ltd ('CogCom'), a sister company of ours, which operates out of Sri Lanka and is working alongside us to further develop our DIGITAL CONCIERGE® application;
- Reputable third-party vendors that may receive aggregated statistics about our customers, sales, traffic patterns and related website usage information (but none of this information will include any personal information);
- Analytics (including Google Analytics) and search engine providers that assist us in the improvement and optimisation of our website.
- Microsoft LUIS, an NLP processor, for classification of intent. The returned intent is used to provide an appropriate response to questions. Data is not saved by Microsoft LUIS and all communication between the chatbot and Microsoft LUIS is encrypted.

We may also disclose your information if we are under a duty to disclose or share your it in order to comply with any legal or contractual obligation, or to protect our rights, property or safety or those of our suppliers, customers, contributors or the public at large.

Just so you know, in the event that we sell or buy any business or assets, we may transfer your information to the prospective seller or buyer but will ensure they continue to hold your information on the same terms that we have.

Where do we store your data?

All information you provide to us is stored on our secure, encrypted servers. However, the transmission of information via the internet cannot be completely secure. Although we will do our best to protect your information, we cannot guarantee the security of your transmission to our website, so 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.

How can you control your data?

When you submit personal data via our website, you have the right to restrict the use of your data. In particular, you have the right to control the use of your data (including the ability to opt out of receiving emails from us or the right to have your information deleted), which you may do by using the links provided or by emailing information@volume.ai.

Your right to withhold information

You may access certain areas of our website without providing any data at all.



Transferring your information outside Europe

Some of our partners, suppliers, contractors and affiliates, including CogCom, operate outside the European Economic Area ('EEA') and are potentially subject to data protection laws that differ from those in the UK. We have legitimate reasons to transfer, process and/or store your information outside of the EEA when it is necessary for the delivery of our service to you, but if you have any problems or queries regarding this then please contact us at information@volume.ai.

16 or under

We want to ensure that children aged 16 or under have their privacy protected, so if you are 16 or under, please get your parent or guardian's permission before providing us with any personal information.

Cookies

'Cookies' are small files placed on the hard drive of your device when it connects to our website that help us enhance your experience. The cookies we use allow us to acknowledge returning visitors and ensure a smooth experience for you on our website. However, none of the cookies on our website allow us to identify you personally. You can see the cookies we use in the table below:

Cookie Name	Purpose	Expires	Description
__ga, __gid, __gat_VolumeAI	Google Analytics	2 years	This is used within Google Analytics to track user visits and behaviour.
__volumeAI_Visitor_Tracking_Code	Volume	10 days	This is used to track visitor statistics and questions for AI model refinement.
ASP.NET_SessionId, JSESSIONID	System Cookie	Session	This cookie is associated with the server session ID. The cookie is deleted when your browser is closed.
ARRAffinity	System Cookie	Session	This session cookie ensures you stay connected to a specified server node in the network. The cookie is deleted when your browser is closed.
HasAcceptedTOU	Volume	2 years	This tracks if the user has accepted our terms of use, and shows a pop-up prompting them if they haven't.

By using our website, you are permitting us to collect the information in this table from your device using cookies for the purpose described. You are welcome to decline cookies through your browser. However, if you do, you may not be able to get access to or use certain features and functions of the website.

Changing your preferences

If you provide us with contact details, whether those are an email address or otherwise, we may use that information to contact you. You can change your mind at any time by contacting us at information@volume.ai.

Third-party websites

Our website may provide links to the websites of our partner networks, advertisers and affiliates. If you follow such a link, please note that those websites have their own privacy policies and that we do not accept any responsibility for their handling of your information.

Access to information and the right to be forgotten

You have the right to access information held by us about you. Should you wish to see this information, you can contact us at information@volume.ai. You can also request that we delete any personal information that we hold about you by contacting information@volume.ai.

Because we do not use IP addresses to identify users, if you have not entered your email address or named yourself on our website, we may not be able to provide you with any information, nor delete conversations you have had with our website (even though we will have a record of those conversations).

**Changes to our privacy statement**

We will keep this privacy statement under review and any changes we may make in the future will be posted on this page. Please check back to see any updates or changes to our privacy statement. If there are significant changes, a prominent notice will be displayed on our website.