

AIMICA Privacy Policy

Last updated on 9th December 2021

1. Our contact details

Data Protection Officer:

Fernando Spisto

Owners:

Fernando Spisto, Lawrence Loganathan

Address:

AIMICA LTD,
86-90 Paul Street
London
EC2A 4NE

Email:

info@aimica.co.uk

Website:

<https://www.aimica.co.uk/>

2. General Policy

AIMICA LTD (“AIMICA”, “Services”, “we”, “us” and/or “our”) operates www.aimica.co.uk and AIMICA App in iOS App Store.

We are committed to protecting your privacy by caring for the need to protect and maintain confidentiality of your data.

We will never sell your personal data or conversation history.

Our services are only for customers of 12 years of age and over. If you are under the age of 12 years old, please do not use our Services as it may not be suitable for you. If you have reason to believe that a child under the age of 12 has used our Services or has provided personal information to us through AIMICA, please contact us at info@aimica.co.uk, and we will take necessary actions to delete that information from our records.

We only process your data for us to provide our services or we are otherwise authorised to do so under the Data Protection Act 2018 in the United Kingdom.

Conversations with AIMICA are not shared with any other company or service. We use Amazon Web Services (AWS) as a hosting service provided by Amazon Inc (amazon.com) for the purpose of hosting data that enable our Services to run as well as to provide infrastructure to run specific features of our Services.

AWS Privacy Policy is found in the following link

<https://aws.amazon.com/privacy/>

You acknowledge that you accept and consent the practices and policies outlined in this Privacy Policy when you use or access our services.

In addition, use of our services is always subject to the Terms of Use, which also incorporates this Privacy Policy.

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Our services may change periodically, and as a result, it may be necessary for us to make changes to this Privacy Policy. We reserve the right to update or modify this Privacy Policy at any time without prior notice. We encourage you to review this page from time to time for the latest information on our privacy practices. Your continued use of our Services after revisions to this Privacy Policy shall indicate your agreement with the terms of the revised Privacy Policy.

Please contact us at info@aimica.co.uk if you have any questions, suggestions or comments about privacy, protection and confidentiality of your data.

3. The type of personal information we collect, how we get the personal information and why we have it

We never rent, sell your personal data or conversation history with AIMICA to any other company or service.

We don't knowingly solicit or store your medical information and therefore we discourage you from disclosing this information to AIMICA through text, voice or video chat to avoid this information becoming part of your chat history.

Under the General Data Protection Regulation (GDPR), the lawful bases we rely on for processing this information is based on your consent. You are able to remove your consent at any time. You can do this by contacting us by info@aimica.co.uk.

We use Artificial Intelligence and Machine Learning technology to provide our services to you. We currently collect and process the following information using Amazon Web Services (AWS). AWS is a hosting service provided by Amazon Inc ([amazon.com](https://www.amazon.com)) for the purpose of hosting data that enable our Services to run as well as to provide infrastructure to run specific features of our Services

Information	Reason	When it is collected?
Name (the name you specify for AIMICA to address you)	For AIMICA to address you by name	When you create an account or edit your profile
Email ID	To log in using email and restore forgotten password	When you create an account or edit your profile
Gender (He/ She / Other)	For customised AIMICA chat conversation	When you create an account or edit your profile
People mentioned in the chat	For customised AIMICA chat conversation	In text, voice or video chat
Text Chat you send to AIMICA	To display your chat history in the App and train AIMICA machine learning and improve the quality of your chat experience	In text chat with AIMICA
Voice Chat with AIMICA	To maintain your chat history in the App and train AIMICA machine learning and improve the quality of your chat experience	In voice chat with AIMICA however the voice chat (audio) conversation is not stored.

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Information	Reason	When it is collected?
Certain facial information	To customise your video chat with AIMICA by recognising your facial expressions, and train AIMICA machine learning and improve the quality of your chat experience	In video chat with AIMICA, your facial information is captured using your camera to analyse your emotion. This is not your photo. This facial information will not be stored.

Cookies are small text files which are transferred to your computer or mobile when you visit a website. We use cookies to:

- Remember information about you, so you don't have to give it to us again all the time.
- Keep you signed in, even on different devices
- Help us understand how you are using our services, so we can make them better
- Help us personalise the AIMICA to you by remembering your preferences and settings.
- To find out if our emails have been read and if you find them useful

If you don't want us to use the cookies, most web browsers have settings or 'help' sections that will assist you in changing setting or turning off the cookies. However, we recommend that you leave cookies turned on because they allow you to take advantage of the above mentioned features.

4. How we store your personal information

Your information is securely stored in the United Kingdom (U.K.). If you are located in another jurisdiction, please be aware that the information you provide to us will be transferred, stored and processed in the U.K. By using our services or providing us with your information, you consent to this transfer, processing and storage of your information in the U.K. All your information stored in the U.K. are protected by the European Union's (E.U.) General Data Protection Regulation (GDPR) and U.K. Data Protection Act 2018.

We use Amazon Web Services (AWS) as our hosting service provided by Amazon Inc (amazon.com) for the purpose of hosting data in the U.K. that enable our Services to run as well as to provide infrastructure to run specific features of our Services in the U.K.

AWS Privacy Policy is found in the following link
<https://aws.amazon.com/privacy/>

Conversations with AIMICA are not shared with any other company or services except to Amazon Web Services (AWS). AWS is a hosting service provided by Amazon Inc (amazon.com) for the purpose of hosting data that enable our Services to run as well as to provide infrastructure to run specific features of our Services.

We keep your information for as long as necessary to fulfil the purpose we collected them for providing our service to you. Should you decide not to use our services or requested us to delete your information, we will delete your information.

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5. Your data protection rights

Under Data Protection Act 2018, you have rights including:

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 think is inaccurate. You also have the right to ask us to complete information you think is incomplete.

Your right to erasure - You have the right to ask us to erase your personal information in certain circumstances. This may impact the services we provide to you.

Your right to restriction of processing - You have the right to ask us to restrict the processing of your personal information in certain circumstances. This may impact the services we provide to you.

Your right to object to processing - You have the right to object to the processing of your personal information in certain circumstances. This may impact the services we provide to you.

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 have one month to respond to you.

Please contact us at info@aimica.co.uk if you wish to make a request.

6. How to complain

If you have any concerns about our use of your personal information, you can make a complaint to us at info@aimica.co.uk.

You can also complain to the Information Commissioner's Office (ICO) if you are unhappy with how we have used your data.

The ICO's address:

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

Helpline number: 0303 123 1113

ICO website: <https://www.ico.org.uk>