

# PRIVACY POLICY

**Policy version:** March 2023.

The website and platform available at: <https://www.vitamojo.com> and related mobile applications (**our Website**) is provided by Vita Mojo International Limited ("we", "our", "us" or "Vita Mojo"). We are the controller of personal data obtained via our Website, meaning we are the organisation legally responsible for deciding how and for what purposes it is used.

We take your privacy very seriously. Please read this Privacy Policy carefully as it contains important information on who we are and how and why we collect, store, use and share any information relating to you (your **Personal Data**) in connection with your use of our Website. It also explains your rights in relation to your Personal Data and how to contact us or a relevant regulator in the event you have a complaint.

We collect, use and are responsible for certain Personal Data about you. When we do so we acting as a controller and are subject to the UK General Data Protection Regulation (**UK GDPR**). We are also subject to the EU General Data Protection Regulation (**EU GDPR**) in relation to products and services (**Service(s)**) we offer to individuals in the European Economic Area (**EEA**). When we act as a processor, we do so on the basis of the written instructions of the business appointing us, and you should visit the privacy policy of that business should you have any queries or questions about your Personal Data. To this end, please contact [info@eddierockets.ie](mailto:info@eddierockets.ie)

## 1. WHO WE ARE

We are Vita Mojo International Limited, a leading digital ordering and restaurant management platform. Vita Mojo International Limited is a UK company registered under Company Number 09852472 and has its registered office at 60 Cheapside, London, England, EC2V 6AX.

If you have any questions about our Privacy Policy or how we handle your Personal Data, please get in touch with us at [support@vmos.io](mailto:support@vmos.io).

For any questions related to the Services sold through our platform, please contact [info@eddierockets.ie](mailto:info@eddierockets.ie)

## 2. WHAT THIS POLICY APPLIES TO

This Privacy Policy relates to your use of our Website and Services.

## 3. LINKS TO OTHER WEBSITES

Our Website may contain links to other websites that are not operated by us. If you click on a third party link, you will be directed to that third party's website. We strongly advise you to review the privacy policy of every website you visit. We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party websites or services.

## 4. PERSONAL DATA YOU GIVE US OR WE COLLECT ABOUT YOU

### Personal Data obtained directly from you

We collect your Personal Data when you interact with us, our Website or use our Services, such as when you use our Service to place an order.

We collect Personal Data:

- when you create an account with us or you change your account settings;
- when you place an order with us and during the order process;
- when you contact us directly via email, message or via our chat functionality.

### **Personal Data we obtain from other sources**

This is Personal Data we obtain about you from other sources such as via social media or cookies or other tracking technologies or from our partner restaurants or other third parties. In this case we will inform you, by sending you this Privacy Policy, as soon as reasonably possible (and at the latest at the first time we contact you) regarding the fact we hold Personal Data about you, the source the Personal Data originates from and whether it came from publicly accessible sources, and for what purpose we intend to retain and process your Personal Data.

With regard to each of your visits to our Website, subject to our compliance with cookies rules and your consent (where this is legally required), we collect technical information from your mobile device or computer, such as its operating system, the device, location data and connection type and the IP address from which you are accessing our Service. This allows us to monitor usage of the Website. Unless you have elected to remain anonymous through your device and/or platform settings, this Personal Data may be collected and used by us automatically if you use the Service through your mobile device(s) via any Vita Mojo mobile application, through your mobile's browser or otherwise.

Information we collect may therefore include:

- your name, address and contact details, including email address and telephone number;
- any delivery addresses specified for your order (if applicable);
- information to check and verify your identity, eg date of birth;
- and your device and operating system.

We also may also collect Personal Data about your usage of the Service or when you contact us or provide us with feedback, including via email or via our chat functionality.

### **Special category Personal Data**

Certain Personal Data we collect is treated as a special category to which additional protections apply under data protection law. This is also known as **sensitive data**. Examples of sensitive data include: Personal Data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, as well as data concerning health, sex life or sexual orientation.

Where we process such special category Personal Data, we will also ensure we are permitted to do so under data protection laws.

As part of our business, we may process health information about you only where you volunteer and consent to this, for example if you specify any food allergies, dietary & lifestyle preferences. In this case, we are only acting as processor in accordance with the written instructions of our restaurant clients and you must therefore check the privacy policy of the applicable restaurant from which you are ordering for more details on how they handle your Personal Data (and any sensitive data) regarding you.

## **5. CHILDREN'S PRIVACY**

Our Service does not address anyone under the age of 13 ("**Children**"). We do not knowingly collect personally identifiable information from children under 13. If you are a parent or guardian and you are

aware that your Children has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from Children without verification of parental consent, we take steps to remove that Personal Data from our servers.

## 6. HOW AND WHY WE USE YOUR PERSONAL DATA

Under data protection law, we can only use your Personal Data if we have a proper reason, e.g.:

- where you have given consent;
- to comply with our legal and regulatory obligations;
- for the performance of a contract with you or to take steps at your request before entering into a contract; or
- for our legitimate interests or those of a third party.

A legitimate interest is when we have a business or commercial reason to use your Personal Data, so long as this is not overridden by your own rights and interests. We will carry out an assessment when relying on legitimate interests, to balance our interests against your own. You can obtain details of this assessment by contacting us (see “**How to contact us**” below).

The table below explains what we use your Personal Data for and why.

What we use your Personal Data for	Our reasons
Create and manage your account with us	For our legitimate interests, ie to be as efficient as we can so we can deliver the best Service to you at the best price or To perform our contract with you or to take steps at your request before entering into a contract
Providing Services to you	To perform our contract with you or to take steps at your request before entering into a contract
To enforce legal rights or defend or undertake legal proceedings	Depending on the circumstances: - to comply with our legal and regulatory obligations in other cases, for our legitimate interests, i.e. to protect our business, interests and rights
Customise our Website and its content to your particular preferences based on a record of your selected preferences or on your use of our Website	Depending on the circumstances: - your consent as gathered <i>by the separate cookies tool on our Website</i> —see “ <b>Cookies</b> ” below where we are not required to obtain your consent and do not do so, for our legitimate interests, ie to be as efficient as we can so we can deliver the best Service to you at the best price  If you have provided such a consent you may withdraw it at any time (this will not affect the lawfulness of our use of your Personal Data in reliance on that consent before it was withdrawn)
Retaining and evaluating information on your recent visits to our Website and how you move around different sections of our Website for analytics purposes to understand how people use our Website so that we can make it more intuitive or to check our Website is working as intended	Depending on the circumstances: - your consent as gathered by the separate cookies tool on our Website—see “ <b>Cookies</b> ” below - where we are not required to obtain your consent and do not do so, for our legitimate interests, ie to be as efficient as we can so

	<p>we can deliver the best Service to you at the best price</p> <p>If you have provided such a consent you may withdraw it at any time (this will not affect the lawfulness of our use of your Personal Data in reliance on that consent before it was withdrawn)</p>
Communications with you not related to marketing, including about changes to our terms or policies or changes to the Services or other important notices	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> <li>- to comply with our legal and regulatory obligations</li> </ul> <p>in other cases, for our legitimate interests, ie to be as efficient as we can so we can deliver the best Service to you at the best price</p>
Protecting the security of systems and data used to provide the Services	<p>To comply with our legal and regulatory obligations</p> <p>We may also use your Personal Data to ensure the security of systems and data to a standard that goes beyond our legal obligations, and in those cases our reasons are for our legitimate interests, ie to protect systems and data and to prevent and detect criminal activity that could be damaging for you and/or us</p>
Statistical analysis to help us understand our customer base	<p>For our legitimate interests, ie to be as efficient as we can so we can deliver the best Service to you at the best price</p>
Updating and enhancing customer records	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> <li>- to perform our contract with you or to take steps at your request before entering into a contract</li> <li>- to comply with our legal and regulatory obligations</li> </ul> <p>where neither of the above apply, for our legitimate interests, eg making sure that we can keep in touch with our customers about existing orders and new products</p>
Disclosures and other activities necessary to comply with legal and regulatory obligations that apply to our business, eg to record and demonstrate evidence of your consents where relevant	<p>To comply with our legal and regulatory obligations</p>
Marketing our Services to existing and former customers	<p>For our legitimate interests, ie to promote our business to existing and former customers</p> <p>See “<b>Direct Marketing</b>” below for further information</p>
To share your Personal Data with members of our group and third parties that will or may take control or ownership of some or all of our business (and professional advisors acting on our or their behalf) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency In such cases information will be anonymised where possible and only shared where necessary	<p>Depending on the circumstances:</p> <ul style="list-style-type: none"> <li>- to comply with our legal and regulatory obligations</li> </ul> <p>in other cases, for our legitimate interests, ie to protect, realise or grow the value in our business and assets</p>

## 7. DIRECT MARKETING

We will use your Personal Data to send you updates (by email, text message, telephone or post) about our Services, including exclusive offers, promotions or new Services.

Where you are an existing customer or have inquired about our Website and Services, have a legitimate interest in using your Personal Data for marketing purposes (see above “**How and why we use your Personal Data**”). However, we will still request your consent to send you marketing information..

You have the right to opt out of receiving marketing communications at any time by :

- clicking the unsubscribe button within any email sent by Vita Mojo or “STOP” number in texts; or
- by contacting us at [support@vmos.io](mailto:support@vmos.io).

We may ask you to confirm or update your marketing preferences if you ask us to provide further Services in the future, or if there are changes in the law, regulation, or the structure of our business.

We will always treat your Personal Data with the utmost respect and never sell it with other organisations for marketing purposes.

For more information on your right to object at any time to your Personal Data being used for marketing purposes, see “**Your rights**” below.

## 8.WHO WE SHARE YOUR PERSONAL DATA WITH

We routinely share Personal Data with:

- third parties we use to help deliver our Services to you, e.g., payment service providers, third party restaurants and other business partners;
- other third parties we use to help us run our business, e.g. marketing agencies or website hosts and website analytics providers;
- our banks.

We only allow those third party companies to handle your Personal Data if we are satisfied they take appropriate measures to protect your Personal Data. We also impose contractual obligations on them to ensure they can only use your Personal Data to provide Services to us and to you.

We or the third parties mentioned above occasionally also share Personal Data with:

- our and their professional advisors (such as lawyers and other advisors), in which case the recipient of the information will be bound by confidentiality obligations;
- law enforcement agencies, courts, tribunals and regulatory bodies to comply with our legal and regulatory obligations;
- other parties that have or may acquire control or ownership of our business (and our or their professional advisers) in connection with a significant corporate transaction or restructuring, including a merger, acquisition, asset sale, initial public offering or in the event of our insolvency—usually, information will be anonymised but this may not always be possible. The recipient of any of your Personal Data will be bound by confidentiality obligations.

## 9. HOW LONG YOUR PERSONAL DATA WILL BE KEPT

We will not keep your Personal Data for longer than we need it for the purpose for which it is used.

Different retention periods apply for different types of Personal Data. Further details on this are available by contacting us (see “**How to contact us**” below).

If you stop using your account we will delete or anonymise your account data after seven (7) years. This is to allow us to comply with our fiscal obligations and also to assist us in the event of defence or pursuit of legal claims.

Following the end of the relevant retention period, we will delete or anonymise your Personal Data.

## 10. TRANSFERRING YOUR PERSONAL DATA OUT OF THE UK AND EEA

The EEA, UK and other countries outside the EEA and the UK have differing data protection laws, some of which may provide lower levels of protection of privacy.

It is sometimes necessary for us to transfer your Personal Data to countries outside the UK and EEA. In those cases we will comply with applicable UK and EEA laws designed to ensure the privacy of your Personal Data.

As we are based in the UK we will also transfer your Personal Data from the EEA to the UK.

Under data protection laws, we can only transfer your Personal Data to a country outside the UK/EEA where:

- in the case of transfers subject to UK data protection law, the UK government has decided the particular country ensures an adequate level of protection of Personal Data (known as an **“adequacy regulation”**) further to Article 45 of the UK GDPR. A list of countries the UK currently has adequacy regulations in relation to is available [here](#).
- in the case of transfers subject to EEA data protection laws, the European Commission has decided that the particular country ensures an adequate level of protection of Personal Data (known as an **“adequacy decision”**) further to Article 45 of the EU GDPR. A list of countries the European Commission has currently made adequacy decisions in relation to is available [here](#).
- there are appropriate safeguards in place, together with enforceable rights and effective legal remedies for you, or
- a specific exception applies under relevant data protection law

If you would like further information about data transferred outside the UK/EEA, please contact us (see **“How to contact us”** below).

## 11. KEEPING YOUR PERSONAL DATA SECURE

We have appropriate security measures to prevent Personal Data from being accidentally lost, or used or accessed unlawfully. We limit access to your Personal Data to those who have a genuine need to access it.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

If you want detailed information from Get Safe Online on how to protect your Personal Data and other information and your computers and devices against fraud, identity theft, viruses and many other online problems, please visit [www.getsafeonline.org](http://www.getsafeonline.org). Get Safe Online is supported by HM Government and leading businesses.

## 12. COOKIES

A cookie is a small text file which is placed onto your device (eg computer, smartphone or other electronic device) when you use our Website. We use cookies when you visit our Website. These help us recognise you and your device and store some information about your preferences or past actions.

For further information on cookies our use cookies, when we will request your consent before placing them and how to disable them, please contact [support@vmos.io](mailto:support@vmos.io).

### 13. YOUR RIGHTS

Under data protection law, you have a number of rights concerning the Personal Data we hold about you.

You generally have the following rights, which you can usually exercise free of charge:

Access to a copy of your Personal Data	The right to be provided with a copy of your Personal Data
Correction (also known as rectification)	The right to require us to correct any mistakes in your Personal Data
Erasure (also known as the right to be forgotten)	The right to require us to delete your Personal Data in certain situations
Restriction of use	The right to require us to restrict use of your Personal Data in certain circumstances, eg if you contest the accuracy of the data
Data portability	The right to receive the Personal Data you provided to us, in a structured, commonly used and machine-readable format and/or transmit that data to a third party—in certain situations
To object to use	The right to object: —at any time to your Personal Data being used for direct marketing (including profiling) —in certain other situations to our continued use of your Personal Data, eg where we use your Personal Data for our legitimate interests unless there are compelling legitimate grounds for the processing to continue or the processing is required for the establishment, exercise or defence of legal claims
Not to be subject to decisions without human involvement	The right not to be subject to a decision based solely on automated processing (including profiling) that produces legal effects concerning you or similarly significantly affects you We do not make any such decisions based on data collected by our Website
The right to withdraw consents	If you have provided us with a consent to use your Personal Data you have a right to withdraw that consent easily at any time You may withdraw consents by contacting us. In respect of cookies, you can manage consent by using the cookies manager tool on our Website. Withdrawing a consent will not affect the lawfulness of our use of your Personal Data in reliance on that consent before it was withdrawn

For further information on each of those rights, including the circumstances in which they do and do not apply, please contact us at [hello@vitamojo.com](mailto:hello@vitamojo.com) (see “**How to contact us**” below).

If you would like to exercise any of those rights, please email us—see below: “**How to contact us**”. When contacting us please:

- provide enough information to identify yourself and any additional identity information we may reasonably request from you, and
- let us know which right(s) you want to exercise and the information to which your request relates.

## 14. HOW TO COMPLAIN

Please contact us if you have any queries or concerns about our use of your Personal Data (see below “**How to contact us**”). We hope we will be able to resolve any issues you may have.

You also have the right to lodge a complaint with:

- the Information Commissioner in the UK; or
- a relevant data protection supervisory authority in the EEA state of your habitual residence, place of work or of an alleged infringement of data protection laws in the EEA

The UK's Information Commissioner may be contacted using the details at <https://ico.org.uk/make-a-complaint> or by telephone: 0303 123 1113.

For a list of EEA data protection supervisory authorities and their contact details see [here](#).

## 15. CHANGES TO OUR PRIVACY POLICY

We may change this Privacy Policy from time to time. Any changes we make to our Privacy Policy in the future will be posted on this page. Please check back frequently to see any updates or changes to our Privacy Policy.

## 16. HOW TO CONTACT US

You can contact us at [support@vmos.io](mailto:support@vmos.io) if you have any questions about this Privacy Policy or the information we hold about you, to exercise a right under data protection law or to make a complaint.