

# Privacy Policy

This Privacy Policy describes MyKindaFuture's use and sharing of personally identifiable information ("PII" including but not limited to your full name, email address, mailing address, telephone number, or, IP Address) as well as data that can, under certain circumstances, indirectly lead to PII ("Related Data") that Members voluntarily provide to MyKindaFuture when they register. The Term "User" refers to a Visitor or a Member. This Privacy Policy applies to the services offered by MyKindaFuture, including any MyKindaFuture and connectr branded URLs (the "MyKindaFuture Websites"), the MyKindaFuture application developer service and other features (for example, music and video embedded players), MyKindaFuture mobile services, and any other features, content, or applications offered from time to time by MyKindaFuture in connection with the MyKindaFuture Websites (collectively, the "MyKindaFuture Services").

The MyKindaFuture Services are hosted in the UK. If you are located outside the UK, you expressly agree that PII and Related Data will be transferred to the UK for the purposes set out in this Privacy Policy as a result of your using the MyKindaFuture Services

## The MyKindaFuture Websites are general audience Sites.

From time to time MyKindaFuture may modify this Privacy Policy to reflect industry initiatives or changes in the law, our PII or Related Data collection and use practices, the features of the MyKindaFuture Services, or technology, and such modifications shall be effective upon posting by MyKindaFuture on the MyKindaFuture Websites. Your continued use of the MyKindaFuture Services after MyKindaFuture posts a revised Privacy Policy signifies your acceptance of the revised Privacy Policy. It is therefore important that you review this Privacy Policy regularly to ensure you are updated as to any changes. If MyKindaFuture materially changes its practices regarding collection or use of your PII or Related Data, your PII and Related Data will continue to be governed by the Privacy Policy under which it was collected unless you have been provided notice of, and have not objected to, the change.

## Collection and Submission of PII and Non-PII on MyKindaFuture

MyKindafuture processes personal data as part of entering into and performing the contract it has with the User and that this contract is governed by the MyKindaFuture Terms and Conditions.

The processing of sensitive data is required for MyKindaFuture to carry out its business model through workplace diversity, through recruitment and equal opportunities.

The submission of sensitive data is voluntary and subject to consent, and the data subject is able to review and amend its preference as well as withdraw consent at any time; by clicking on your profile you can make changes to your data/ consent.

MyKindaFuture collects your email address, first and last name, mobile number and may also ask for gender, and ethnicity from you in order to register you as a Member ("Registration Data"). MyKindaFuture cannot register you as a Member without this information. All other information you provide during the MyKindaFuture registration or that you post on the MyKindaFuture website is voluntary. MyKindaFuture may also collect PII from you if you choose to participate in MyKindaFuture Services activities like competitions, and surveys, because you want us to supply you with services, newsletters, or information, or in connection with content or suggestions you submit to MyKindaFuture for review.

In addition, MyKindaFuture collects other personal data including IP address, aggregate user data, and browser type. This data is used to manage and improve the MyKindaFuture Services, track usage, and for security purposes.

Some data is processed based on MyKindaFuture's legitimate interest and for the purposes of enhancing the website performance, website visitor and logs for cybersecurity/error tracking purposes.

MyKindaFuture Members may also choose to provide or store non-PII information and Related Data in their profiles, including but not limited to date of birth, interests, hobbies, lifestyle choices, groups with whom they are affiliated (schools, companies), videos and/or pictures, bulletins or personal statements (collectively "Profile Information"). The Profile Information in a Member's profile is provided at his or her sole discretion. In the case that MKF provides publicly facing profile pages, please be aware that any information posted to these will be accessible. Profile Information located on private profiles can be accessed by MyKindaFuture at all times and, in limited cases, by certain third parties authorised by MyKindaFuture for purposes of ensuring compliance with MyKindaFuture's Terms and Conditions.

"We process your contributions to the forums and one-to-one messages with your mentors. Both of these types of communications may from time to time be moderated, subject to our legitimate interest to ensure child safety, lawfulness, decency or fairness of communications not being overridden by your rights, notably your right to privacy and freedom of expression."

Non PII and Related Data about you may be used to customise opportunities and services from MyKindaFuture to those we believe are aligned with your interests. The information used for this feature does not provide your PII or identify you as an individual to third parties, but will involve the processing of certain personal data such as IP addresses. MyKindaFuture may customise the advertising and marketing messages you receive on connectr, or may work with our clients to do so. Your Related Data, non –PII and/or Profile Information may be shared with these companies so this customisation can be accomplished.

MyKindaFuture Members can change their Registration Data and Profile Information at any time and can control how they are communicated with, where member communications is editable.

MyKindaFuture determines the purposes of collection, use and disclosure of the Registration Data and Profile Information you provide and, as such, is considered the data controller of this information.

## Cookies

Cookies are small bits of information that MyKindaFuture places on your computer. MyKindaFuture uses cookies to identify your Internet browser, store Users' preferences, and determine whether you have installed the enabling software needed to access certain material on the MyKindaFuture Services. Data in cookies may be read to authenticate user sessions or provide services.

A pixel tag is a tiny image inserted in a webpage and used to record the number and types of views for that page. MyKindaFuture may allow third party pixel tags to be present on MyKindaFuture Services for purposes of advertising, providing services or data and statistics collection.

You can program your computer to warn you each time a cookie is being sent, block third party cookies or block all cookies. However, by blocking all cookies you may not have access to certain features on the MyKindaFuture Services.

## General Operating Provisions

MyKindaFuture Services may be linked to Internet sites operated by other companies. MyKindaFuture Services may also carry advertisements from other companies, where it is related to our mission of providing opportunities and work related learning. MyKindaFuture may

share your PII and Related Data with those who help us manage or fulfil our Services (for example, message board administration, order fulfilment, statistical analyses, data processing), or with outside contractors, agents or sponsors who help us with the administration, judging and prize fulfilment aspects of contests and promotions

MyKindaFuture is not responsible for the privacy practices of websites or other services operated by third parties that are linked to or integrated with the MyKindaFuture Services or for the privacy practices of third party internet advertising companies. Once you leave MyKindaFuture Services via such a link, access a third party application or click on an advertisement, you should check the applicable privacy policy of the third party or advertiser site to determine, among other things, how they will handle any PII they collect from you.

MyKindaFuture Services may also be linked to sites operated by companies affiliated with MyKindaFuture Users who visit those Affiliated Company sites should still refer to their separate privacy policies and practices, which may differ in some respects from this Privacy Policy.

MyKindaFuture may use cookies and similar tools to customise the content and advertising you receive based on the Profile Information you have provided. Profile Information you provide in structured profile fields or questions (questions like “Hobbies and Interests”, “Geographical Location”, “Education Status” and “Career Aspirations”) (“Structured Profile Information”), information you add to open-ended profile fields and questions (essay questions like “About Me”) (“Non-Structured Profile Information”) and other non-PII and Related Data about you may also be used to customise the online ads you encounter to those we believe are aligned with your interests. The information used for this feature does not provide your PII or identify you as an individual to third parties, but will involve the processing of certain personal data such as IP addresses. MyKindaFuture may customize the advertising and marketing messages you receive on the MyKindaFuture Websites, or may work with outside companies to do so. Your Related Data, non-PII and/or Profile Information may be shared with these companies so this customization can be accomplished. MyKindaFuture prohibits these companies from sharing your Related Data, non-PII and/or Profile Information with any third party or from using it for any other purpose. Anonymous click stream, number of page views calculated by pixel tags, and aggregated demographic information may also be shared with MyKindaFuture’s advertisers and business partners.

Third party applications created by third party developers may also be available on the MyKindaFuture Services. Third party applications are small bits of software, often with interactivity, that can be installed into Members’ profiles or shared with other Users. However, MyKindaFuture does not control the third party developers, and cannot dictate their actions. When a Member engages with a third party application, that Member is interacting with the third party developer, not with MyKindaFuture. MyKindaFuture encourages Members not to provide PII to the third party’s application unless the Member knows the party with whom it is interacting.

Except as described in this Privacy Policy, MyKindaFuture will get your permission before we use the PII you provide to us in a way that is inconsistent with the purpose for which it was submitted or share your PII with third parties that are not affiliated with MyKindaFuture.

## MyKindaFuture’s Use of PII

MyKindaFuture will only use the PII you provide under this Privacy Policy in a manner that is consistent with this Privacy Policy. If MyKindaFuture obtains PII from a third party, such as a business partner, our use of that information is also governed by this Privacy Policy.

MyKindaFuture employees, agents and contractors must have a business reason to obtain access to your PII and Related Data. MyKindaFuture may share your PII and Related Data with those who help us manage or provide MyKindaFuture Services’ information activities These outside contractors, agents or sponsors may temporarily store some information on their servers,

but they may only use your PII to provide MyKindaFuture with a specific service and not for any other purpose.

There may be instances when MyKindaFuture may access or disclose PII, Related Data, Profile Information or non-PII: (i) protect or defend the legal rights or property of MyKindaFuture, our Affiliated Companies or their employees, agents and contractors (including enforcement of our agreements); (ii) protect the safety and security of Users of the MyKindaFuture Services or members of the public including acting in urgent circumstances; (iii) protect against fraud or for risk management purposes; or (iv) comply with the law or legal process. In addition, if MyKindaFuture sells all or part of its business or makes a sale or transfer of all or a material part of its assets or is otherwise involved in a merger or transfer of all or a material part of its business, MyKindaFuture may transfer your PII to the party or parties involved in the transaction as part of that transaction.

When a Member chooses to post Profile Information that will be disclosed to other Members, that Member is responsible for ensuring that such information conforms to all local data protection laws. Although MyKindaFuture uses reasonable methods to make sure that PII is accurate, up-to-date and appropriately complete, MyKindaFuture is not responsible under any data protection laws for Member posted information.

## MyKindaFuture Protects the Security of PII

How we use your data:

MyKindaFuture uses commercially reasonable administrative, technical, personnel and physical measures to safeguard PII in its possession against loss, theft and unauthorised use, disclosure or modification. In addition, MyKindaFuture uses reasonable methods to make sure that PII is accurate, up-to-date and appropriately complete.

For how to Access, Correct or Change your Preferences Regarding your PII and how to Contact MyKindaFuture about Privacy Concerns please see below

Whenever possible, MyKindaFuture Members may review the Registration Data we maintain about them in our records. We will take reasonable steps to correct any PII a Member informs us is incorrect. If you are a Member, you can view and change your Registration Data, Member preferences and Profile Information by logging into your account and accessing "Settings".

If you ask MyKindaFuture to stop using your PII, MyKindaFuture will honour that request while retaining only any record of your PII that is necessary to comply with applicable law

By the sending of an email to the following address [team@mykindafuture.com](mailto:team@mykindafuture.com) the data subject will have the following rights without undue delay that can be exercised:

- the right to obtain the rectification of inaccurate personal data concerning the user, including the right to have incomplete personal data completed;
- the right of restriction of processing, where the data is wrongfully processed but should not be erased for a reason listed in Article 18 (1);

The right to erasure ('right to be forgotten') will be exercised by deactivating the account via your profile page. Following account deactivation, a principle of anonymisation is applied, based on MyKindaFuture's legitimate interest to keep statistical data for its own analytics.

Our newsletter is sent to you if you have expressed interest in our services. You have the right to object to such direct marketing immediately when you first communicate your email to us, by clicking an 'unsubscribe' link in any newsletter or by emailing us at any time at [team@mykindafuture.com](mailto:team@mykindafuture.com).

If you have any questions or concerns about our Data Protection Policies, please do contact our Data Protection Officer at [dpo@aphaia.co.uk](mailto:dpo@aphaia.co.uk).