

# Metamorph Strategy

## Privacy Policy

We are committed to protecting the privacy and confidentiality of personal information entrusted to us. This Privacy Policy outlines how we collect, use, disclose, and safeguard your personal information in compliance with relevant data protection laws, including the General Data Protection Regulation (GDPR).

- 1. Information We Collect** We may collect and process personal information about you when you interact with us, including when you visit our website, engage with our services, or communicate with us. This may include:
  - Contact details such as name, email address, phone number, and postal address.
  - Professional information such as job title, company name, and industry sector.
  - Any other information you choose to provide to us voluntarily.
- 2. How We Use Your Information** We may use your personal information for the following purposes:
  - Providing and managing our services to you.
  - Communicating with you about our services, updates, and promotions.
  - Responding to your inquiries and requests.
  - Conducting market research and analysis to improve our services.
  - Complying with legal obligations and regulatory requirements.
- 3. Third Party Processors** Our carefully selected partners and service providers may process personal information about you on our behalf as described below:
  - **Digital Marketing Service Providers:** We periodically appoint digital marketing agents to conduct marketing activity on our behalf, such activity may result in the compliant processing of personal information. Our appointed data processors include:
    - Prospect Global Ltd (trading as Sopro) Reg. UK Co. 09648733. You can contact Sopro and view their privacy policy [here](#). Sopro is registered with the ICO Reg: ZA346877 their Data Protection Officer can be emailed at: [dpo@sopro.io](mailto:dpo@sopro.io).
- 4. Data Retention** We will retain your personal information for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law.
- 5. Your Rights** You have certain rights regarding your personal information, including the right to access, rectify, or erase your data, as well as the right to object to or restrict certain

processing activities. For more information on how to exercise your rights, please contact us using the details provided below.

6. **Data Security** We take appropriate technical and organisational measures to safeguard your personal information against unauthorised access, disclosure, alteration, or destruction.
7. **Contact Us** If you have any questions or concerns about our Privacy Policy or our data practices, please contact us at: [hello@metamorphstragey.com](mailto:hello@metamorphstragey.com)
8. **Updates to this Privacy Policy** We may update this Privacy Policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any material changes by posting the updated Privacy Policy on our website or by other appropriate means.

This Privacy Policy was last updated on 14 February 2024.

Signed on behalf of Metamorph Strategy:



Alistair Bance  
Director | Metamorph Strategy Limited