

PRIVACY NOTICE (Website & Users)

1. Who we are

1.1 This Privacy Notice explains how Sapphire Info Solutions Pvt. Ltd., trading as PracticeGrid, and its divisions (including Accent AI Technologies) ("PracticeGrid", "we", "us", "our") collect, use and share personal data in connection with our products and services, including the PracticeGrid platform and CinchFlow.

2. Contact details

2.1 If you have any questions about this Privacy Notice or how we handle personal data, you can contact us at: Email: privacy@practicegrid.co.uk

3. Personal data we collect

3.1 We may collect and process the following categories of personal data:

- Account and contact data: name, job title, firm name, email address, phone number and login details for user accounts.
- Billing and payment data: billing contact details, invoicing information and limited payment details (we typically use third-party payment processors).
- Usage data: information about how you use the Services, including log-ins, feature usage, support interactions and device information (such as browser type and approximate location).
- Communications: records of emails, support chats and other communications with us.
- Marketing preferences: your choices about receiving marketing communications from us.

4. How we collect personal data

4.1 We collect personal data in various ways, including:

- Directly from you when you sign up for a trial or paid account, request a demo or contact support.
- Automatically when you use the Services or visit our website, through cookies, logs and similar technologies.
- From your employer or colleagues where they create user accounts for you.

5. Purposes and legal bases

5.1 We use personal data for the following purposes and legal bases under UK GDPR:

- To provide and administer the Services (performance of a contract).
- To manage billing, renewals and account administration (performance of a contract and legitimate interests).

- To provide support and respond to enquiries (performance of a contract and legitimate interests).
- To monitor and improve the Services, including security monitoring, analytics and product development (legitimate interests).
- To send service-related communications, such as important updates and incident notifications (performance of a contract and legal obligations).
- To send optional marketing communications about our products and services, where permitted by law and subject to your choices (consent or legitimate interests, as appropriate).

6. Sharing personal data

6.1 We may share personal data with:

- Our group companies and divisions where necessary for service delivery and administration.
- Service providers and Sub-processors that support the Services (for example, hosting providers, email delivery services, analytics and support tools).
- Professional advisers such as lawyers, auditors and insurers where necessary for our legitimate interests and legal obligations.
- Authorities, regulators or courts where we are legally required to do so or to protect our rights, users or third parties.

7. International transfers

7.1 We may transfer personal data outside the UK or EEA where we or our Sub-processors operate or store data. When we do so, we will ensure appropriate safeguards are in place, such as the UK IDTA, the Addendum to the EU Standard Contractual Clauses or other lawful transfer mechanisms.

8. Retention

8.1 We keep personal data for as long as necessary to fulfil the purposes described in this Privacy Notice and to comply with legal, accounting and reporting requirements. After this, we will delete or anonymise the data.

9. Your rights

9.1 Under UK GDPR, you may have rights in relation to your personal data, including:

- The right to access your personal data and receive a copy of it.
- The right to correct inaccurate or incomplete data.
- The right to request deletion of your data in certain circumstances.
- The right to restrict or object to processing in certain circumstances.
- The right to data portability for certain data you have provided.

- The right to withdraw consent where we rely on consent to process your data.

9.2 To exercise any of these rights, please contact privacy@practicegrid.co.uk.

10. Cookies and similar technologies

10.1 We use cookies and similar technologies on our website and in the Services. For more information, please see our Cookie Policy.

11. Complaints

11.1 If you have concerns about how we handle your personal data, we encourage you to contact us first so we can try to resolve your concern. You also have the right to lodge a complaint with the UK Information Commissioner's Office (ICO). Details of how to contact the ICO are available on their website.

12. Changes to this Privacy Notice

12.1 We may update this Privacy Notice from time to time. We will post any changes on our website and, where appropriate, notify you by email or in-app message.