WISSEN AI
PRIVACY POLICY

This Privacy Policy explains how Wissen AI Ltd collects and uses personal data about website visitors, customer personnel and other business contacts when we act as a controller. Personal data means information about an identified or identifiable individual; it is distinct from the research content delivered through our products.

1. Who we are. Wissen AI Ltd ("Wissen", "we", "us") is a private limited company incorporated in England and Wales. We produce company-specific research and monitoring content for business and institutional customers through our Fundamental Research and Monitors products. This includes research reports, analyses, monitoring updates and supporting financial information and source references, delivered electronically through the Wissen Portal and/or our Model Context Protocol (MCP) interface (together, the "Services"). Our contact details are set out in Section 10.

Customers nominate the individuals authorised to access the Services and provide their names, corporate email addresses and employing entities. We use this information to provision and manage access to the agreed products and company or equity coverage, including authorised changes. For further details on authentication and data handling, please see our Security and Data Handling FAQ

2. Scope and roles (controller vs processor). This Privacy Policy applies to personal data for which Wissen determines the purposes and means of processing, including business-contact and account-administration activities. It also covers the website, sales, marketing, events and recruitment activities described below, where applicable.

If a separately agreed service involves Wissen processing personal data on a customer's documented instructions and behalf ("Customer Data"), the applicable customer agreement and any required data processing addendum govern that processing. This does not mean that all personal data associated with a customer account is processed on the customer's behalf.

Unless otherwise agreed in writing, we do not use Customer Data to train general-purpose AI models.

3. Personal data we process as controller. Depending on how you interact with us, we may collect and process the following categories of personal data as controller:

3.1 Business contact and relationship data. Identity and professional information (name, job title, employer and work contact details); communications (emails, meeting notes, call logs where permitted, support requests and related correspondence); and customer and authorised-user administration records. These records include nominated users' names, corporate email addresses and employing entities, access authorisations and correspondence concerning agreed product and company or equity coverage.

3.2 Website and device data. Technical and usage information (IP address, browser type, device identifiers, operating system, approximate location derived from IP); website analytics and cookie identifiers (where used, subject to your cookie choices).

3.3 Event and marketing data. Event registrations and attendance data; marketing preferences (for example, opt-in or opt-out status, communication preferences).

3.4 Recruitment data. Candidate information (CV/resume, work history, skills, interview notes, references where provided); right-to-work and identity verification information where required by law.

4. How we use personal data and our legal bases. Where UK GDPR (and, where applicable, EU GDPR) applies, we rely on one or more legal bases to process personal data. The legal basis depends on the context:

4.1 Purposes. To communicate with you and respond to requests; to provision and administer authorised-user access to the Services and agreed product and company or equity coverage; to enter into and administer customer contracts, including invoicing and compliance checks; to operate, secure and improve our websites, including fraud prevention and abuse monitoring; to run events, webinars and marketing campaigns and measure their effectiveness; to comply with legal obligations and protect our rights, including handling disputes, audits and legal claims; and to recruit and evaluate candidates.

4.2 Legal bases. We typically rely on: performance of a contract or steps taken at your request prior to entering into a contract; legitimate interests (for example, to operate our business, communicate with business contacts, and secure our systems) - balanced against your rights; compliance with a legal obligation; consent (for example, where required for certain marketing communications or cookies).

5. Sharing and disclosures. We may share personal data with the following categories of recipients, where necessary and appropriate: service providers and contractors (for example, cloud hosting, CRM, analytics, security, communications, and IT support) acting on our instructions; professional advisers (for example, lawyers, auditors, and insurers); authorities and regulators where we are required to do so by law, or to protect our rights and the security of our services; acquirers and counterparties in connection with a merger, acquisition, financing, reorganisation, or similar transaction.

We do not sell personal data. Where we use service providers, we require them to protect personal data and use it only for the purposes we specify.

6. International transfers. Your personal data may be processed in countries other than where you live. Where we transfer personal data outside the UK or the European Economic Area, we use appropriate safeguards, such as the UK International Data Transfer Agreement (IDTA), the UK Addendum to the EU Standard Contractual Clauses, or other lawful transfer mechanisms.

7. Retention. We retain personal data only for as long as necessary for the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by law. Retention periods vary depending on the type of data and the context, for example: business contact records: for the duration of the relationship and a reasonable period afterwards for audit, compliance, and dispute resolution; website logs: generally for a limited period needed for security, troubleshooting, and analytics; marketing preferences: until you opt out or we no longer need the information; recruitment records: for the duration of the recruitment process and a limited period afterwards in line with applicable law and our legitimate interests.

8. Security. We maintain administrative, technical, and physical safeguards designed to protect personal data against unauthorised access, disclosure, alteration, and destruction. No method of transmission or storage is perfectly secure, but we work to implement security measures appropriate to the nature of the data and the risks involved.

9. Your rights and how to exercise them. If UK GDPR (and, where applicable, EU GDPR) applies, you may have rights in relation to your personal data, including the right to access, correct, delete, restrict or object to processing, and the right to data portability. You may also have the right to withdraw consent where we rely on consent.

For personal data covered by this Privacy Policy, you may contact Wissen using the details in Section 10. Where we process Customer Data solely on a customer’s behalf, requests concerning that processing should be directed to the relevant customer. We assist that customer in responding in accordance with applicable obligations.

10. Contact us and complaints. If you have questions about this Privacy Policy or wish to exercise your rights in relation to personal data for which Wissen is the controller, contact us at: email: security@wissen-ai.com; post: Wissen AI Ltd, 53-64 Chancery Ln, London WC2A 1QS.

If you are in the UK, you also have the right to lodge a complaint with the Information Commissioner's Office (ICO). If you are in the EEA, you may lodge a complaint with your local supervisory authority.

11. Changes to this policy. We may update this Privacy Policy from time to time. We will post the updated version on our website and update the 'Last updated' date above. If changes are material, we may provide additional notice where appropriate.