

Social Content Privacy Policy

Last updated: October 2022

Signal AI ('Signal') respects your right to privacy and is committed to protecting the privacy and security of your personal information. This policy will apply to you if you publish information through your Twitter account, and to the extent that Twitter provides social media content to Signal for the provision of services to its customers.

If you are a Signal customer please see our [Privacy Policy](#).

If you have any questions or concerns about our use of your personal information, please contact us using the contact details provided at the bottom of this Social Content Privacy Policy.

What does Signal do?

Signal is the leading AI-driven global solutions provider for real-time unlimited information and insights for media monitoring, reputation management and market intelligence.

Data Protection Principles.

Signal will comply with data protection law. This says that personal information that we hold about you must be:

- Used lawfully, fairly and in a transparent way.
- Collected only for valid purposes that we have clearly explained to you and not used in any way that is incompatible with those purposes.
- Accurate and kept up to date
- Kept only as long as necessary for the purposes we have told you about
- Kept securely.

What personal information does Signal collect?

Signal will only process personal information that is publicly available on the internet because you have chosen to share it via your Twitter account, meaning that you are in full control of what you choose to share and make public. You can decide what personal information is publicly available through the privacy settings in your Twitter account(s).

To the extent that you make personal information publicly available, via Twitter, Signal may collect the following:

- Identification information which may include some or all of the following: your name, username, user ID, handle, profile picture, location or other identifier;
- Characteristic information which may include some or all of the following: age, gender
- Demographic information: interests, hobbies, gender;

- Academic and/ or Employment information: school, college or degree information, job title, profession;
- Content which may include some or all of the following: comments, retweets, expressions, opinions, posts, pictures, videos;
- Inference information: Signal may use your personal information to infer certain things about you; and
- Any other information about you made publically available via Twitter.

What is Signal's purpose and legal basis for collecting my personal information?

Signal's purpose is to enrich sources and power informed and confident decision making through the Signal service. By providing our customers with social media content, Signal can provide a deeper insight concerning the interplay between published media and Twitter content.

Signal's legal basis for processing your personal information is based on our legitimate interest to provide our customers with a service that is robust and informed by public data. Signal only makes personal information available to our customer base and your personal information will only be available if it has been made public by you via Twitter.

Retention

Signal will keep your personal information for as long as it is necessary for us to provide our customers with the services we offer. Should you no longer wish for Signal to store your personal information, you can request that this is deleted (provided we are not required to retain this information in accordance with applicable laws). However, should you wish to remove your personal information from being publicly available, you should update your preferences via your Twitter account(s) directly.

Who does Signal share your personal information with?

Signal may share your publicly available personal information with any of the following:

- Any Signal subsidiary or affiliate;
- Customers of Signal / prospective customers;
- Contractors;
- Prospective buyers of Signal.

Signal cares about the protection of your privacy and if any third party processes your personal information on behalf of Signal, we ensure we have the correct data protection agreements in place.

How does Signal keep my personal information secure?

Signal uses appropriate technical and organisational measures to protect the personal information that we collect and process about you. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information.

In addition, Signal only provides social media content to customers of the Signal services and we ensure that robust and protective agreements are in place for any such use. This means that we place tight controls as to who we share your personal information with.

International Data Transfers

Your personal information may be transferred to, and processed in, countries other than the country in which you reside. These countries may have data protection laws that are different from the laws of your country (and, in some cases, may not be as protective).

Specifically, Signal's servers are located in the United Kingdom, but our group companies and some third-party service providers and partners operate around the world. This means that when we collect your personal information, we may process it in any of these countries. However, we have taken appropriate safeguards to require that your personal information will remain protected. These include:

- Only transferring your personal information to countries that have been deemed to provide an adequate level of protection for personal information by the United Kingdom government.
- Ensuring that approved standard contractual clauses are in place that govern the transfer. These are sets of clauses that place obligations on a recipient of your personal data in another country to protect your personal data to a standard in line with the standard of data protection in the United Kingdom.

Your rights

You have certain rights concerning the use of your personal information under applicable data privacy legislation. You may:

- request access your personal information, also known as a [Data Subject Access Request](#) ("DSAR"). In order to do this, please use this form;
- request that your personal information is updated, rectified, deleted or blocked;
- request that we refrain from further use of your personal information;
- request that your personal information is deleted from Signal by emailing dataprotection@signal-ai.com. (Note, to ensure Signal does not receive any information after your deletion request, please ensure you update your privacy settings in the social media environment directly).

Updates to this Social Content Privacy Policy

We may amend this Social Content Privacy Policy from time to time in respect to changing legal, technical or business developments. Please check our website to ensure you understand the policy that applies at that time.

Contact

If you would like to discuss this policy or if you have further questions, please contact us at dataprotection@signal-ai.com