

Privacy Policy Overview

All personal information about the customer (“You” or “Your”) will be treated as private and confidential. Pluto Services Ltd. (“We” or “Our”) will only use and disclose the information We have about You in the normal course of storing, organising and collecting Your insurance policies and associated information, and will not disclose any information to any other parties unless explicitly specified.

We may use information we hold about You to provide information to You about other products and services that We feel may be appropriate to You. Under the Data Protection Act 1998, You have the right to see personal information about You that We hold in Our records. If You have any queries please contact Us at hello@pluto.insure.

We process information about You in accordance with this document (“Privacy Policy”). By using Our website (www.pluto.insure) or Our Facebook Messenger application/chatbot (www.facebook.com/myinsuranceassistant), the (“Service”), You consent to such processing and You warrant that all data provided by You is accurate and up to date.

Privacy Policy

We are committed to ensuring that Your privacy is protected. When We ask You to provide certain information or obtain certain information by which You can be identified, rest assured that Your information will only be used in accordance with this Privacy Policy.

By using the Service You are accepting and consenting to the practices described in this Privacy Policy.

We may change this Privacy Policy from time to time by updating this page. You should check this page regularly to ensure that You are happy with any changes. We will also notify you of any changes.

This Privacy Policy is effective from 01/04/2017.

For the purpose of the Data Protection Act 1998 (“The Act”), the Data Controller is Pluto Limited. Our nominated representative for the purposes of The Act is James Birch. See our ICO Registration [here](#).

What we collect

We may collect and process information that You give Us, information that We record automatically, information from Your social networking account (Facebook), information from insurance companies and information We receive from other sources, which may include, but shall not be limited to any of the following information:

- Full name
- Date of birth

- Email address
- Phone number
- Home address
- Service usage information (analytics data)
- Facebook Messenger Identification number
- Gender
- Locale (Language)
- All conversation or thread history
- Insurance policy documentation & insurance policy summaries and any information or data contained within

What we do with this information

We require this information to better understand Your needs and provide You with a better service and for the following reasons:

- Internal record keeping
- We may use this information to further improve our products, services and offers
- We may send renewal reminders to remind you of an upcoming expiring insurance policy
- We may use this information to customise the Service according to your interests and needs
- Analysing your policy coverage to suggest additional or missing cover
- Aggregate and anonymise data to better understand our customers

Security

In order to prevent unauthorised access or disclosure, We have put in place suitable physical, electronic and managerial procedures to safeguard and secure the information We collect online. You should note that in using the Service, Your information will pass through third party services and infrastructures that are not under Our control. These include but are not limited to:

- Amazon Web Services
- Heroku
- Facebook Messenger
- MLab
- 123 Reg Web Hosting

The data We collect from You maybe transferred to, and stored at, a destination outside the European Economic Area ("EEA"). It may also be processed by staff outside the EEA who work for Us or one of Our partners. By submitting Your personal information, You agree to this transfer, storing or processing.

We use encryption software to protect Your personal information both in transit, over HTTPS, and at rest in our databases where appropriate. Unfortunately, the internet is never a

completely secure environment and we cannot completely guarantee that hackers or unauthorised personnel will not gain access to Your personal information despite Our best efforts.

We cannot protect, nor does this Privacy Policy apply to, any information that you transmit to other users of the Service. You should never transmit personal or identifying information to other users.

Sharing information with third parties

We take Your privacy, and Our relationship with You, very seriously, and We do not share You personally identifiable information to third parties, other than as described in this Privacy Policy.

Any information or data you share on Facebook Messenger will be accessible by Facebook as described in their Terms of Service, We are not responsible for how Facebook handles this data, please refer to Facebook's Terms of Service for more details. Anything you share on the Service will be subject to these terms as well.

We may share your personal information or findings from analysing your personal information with selected third parties including, but not limited to insurance companies or our broker partners.

Links to other websites

Our Service may contain links to the websites of Our Insurance Partners and Your Insurance Providers. Once You use these links to leave our Service, You should note that We do not have any control over these other websites. We therefore cannot be responsible for the protection and privacy of any information which You provide whilst visiting such sites and sites not governed by this Privacy Policy. You should exercise caution and look at each website's privacy policy.

Controlling your information

You may request details of personal information which We hold about You under The Act. If You would like a copy of the information held on You please email Us at hello@pluto.insure.

If You believe any information We are holding on You is incorrect or incomplete, please contact Us as soon as possible. We will promptly correct or remove or correct any information found to be incorrect or incomplete.

You have the right to close Your account and request that Your personal information be removed from the Service. If You close your account, We have no obligation to retain Your information and may delete any or all of Your account information without liability.

Please be aware that if You request a change of details and or account closure, we may retain residual information about You in Our backup and/or archival copies of Our database, this is standard within the industry. In addition Our database may still contain information linked to

You and other users (for example: Your details as an introducer for another user that registered to our site as a result of Your invitation).

Usage of cookies

Like most websites, We use cookies and weblog files to track site usage and trends. A cookie is a small data file, typically of letters and numbers, downloaded to a device when You access certain websites. You can remove or block cookies using settings in your internet browser, but in some cases doing so may impact your ability to Use our website. We rely on cookies to provide a high quality and secure Service.

The only cookies we use are for analysing the usage of the Service. They allow Us, for example to count the number of visitors and identify which pages are being viewed or used with the sole purpose of analysing data about webpage traffic and to improve our Service in order to tailor it to our customers needs and improve the performance and experience. We do not store unencrypted personally identifiable information within the cookies.

We use Google Analytics to help analyse use of our website. We also use insight tools provided by Facebook to analyse use of Service. These analytical tools collect standard internet log information and visitor behaviour information in an anonymous form. The information generated by the cookie about your use of the Website (including your IP address) is transmitted to Google or Facebook. This information is then used to evaluate visitors' use of the Service and to compile statistical reports on activity and usage. These services each have their own privacy policies which should be consulted for further information.

We will not (and will not allow any third party) to use the statistical analytics tool to track or to collect any personally identifiable information about You. We will not associate any data gathered from the Service with any personally identifying information from any source as part of our use of the Google statistical analytics tool or Facebook Insights.

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