



Privacy Policy (v1.0)

Last updated: 7 Dec 2025

This Privacy Policy explains how **CatchmentAI Limited** (“we”, “us”, “our”) collects and uses personal data when you use our Services. We are the controller of the personal data described here.

If you have any questions, you can contact us at:
contact@catchmentai.com

1. The information we collect

We collect and process the following types of personal data:

Information you provide directly

- Name
- Email address
- Phone number
- Farm or business name
- Farm locations or field locations you add
- Details of farm actions, crops, environmental thresholds or plans you record
- Any information entered into action planners, alerts, or operational notes
- Billing information (managed by our payment provider; we do not store full card details)

Information we collect automatically

- Device and browser information (including IP address)
- Log data about how you use the platform, including login activity
- Preferences, thresholds, alert settings and configurations
- Weather station or sensor data you choose to connect
- Usage patterns that help us understand which features are helpful

Information related to notifications

- Your email and phone number for sending alerts
- Records of messages sent (SMS, email, web alerts)

Information from payment providers

If you pay for a subscription, your payment will be handled by a third-party payment processor (e.g. Stripe, GoCardless or another provider we may choose). We do not store your full payment card information.

2. How we use your information

We use your personal data for the following purposes:

To provide and manage the Services

- Creating and managing your account
- Showing forecasts, risk indicators and other decision-support information
- Delivering alerts and notifications by SMS, email or through the web platform
- Linking your farm locations, crops and actions to relevant forecasts or analyses
- Processing payments and managing your subscription

To improve and develop the Services

- Understanding how you use the platform
- Improving forecasts, risk calculations and alert logic
- Testing, updating and developing new features and tools
- Training models using anonymised or aggregated data

To provide support

- Responding to questions
- Troubleshooting issues
- Communicating service updates and changes

To keep the Services secure

- Monitoring for suspicious activity
- Protecting user accounts
- Preventing misuse or unauthorised access

To comply with the law

We may process or share data where needed to meet legal, tax or regulatory obligations.

3. Legal basis for using your data

We process your personal data on one or more of the following legal bases:

To perform our contract with you

This includes providing access to the Services, delivering alerts, setting up your account, and managing your subscription.

Our legitimate interests

These include improving the Services, keeping them secure, understanding how they are used, and developing new features. We only rely on legitimate interests where they are not overridden by your rights.

Your consent

We may ask for your consent for certain types of communication or optional features. You can withdraw your consent at any time by contacting us.

To comply with legal obligations

We may process or share data where necessary to meet tax, accounting, regulatory or other legal requirements.

4. Who we share your information with

We only share your personal data when necessary to provide the Services or comply with the law.

We may share your information with:

Service providers (processors)

Companies that help us run the platform, such as:

- hosting and cloud infrastructure providers
- data storage and analytics providers
- communication providers who send SMS, email or web alerts
- payment processors (e.g. Stripe, GoCardless or another provider we choose)

These providers can only use your data to provide their service to us and must keep it secure.

Professional advisers

We may share data with lawyers, accountants or insurers where necessary for legitimate business purposes.

Authorities

We may share data if required to comply with legal obligations, court orders or regulatory requirements.

Other situations

If we ever sell, merge or restructure our business, your data may be transferred to the new provider of the Services. If this happens, we will ensure your rights remain protected.

We do **not** sell your personal data to anyone.

5. International transfers

Some of our service providers may be based outside the United Kingdom or may store data in other countries.

Where this happens, we take steps to ensure your personal data remains protected.

This includes using recognised safeguards such as:

- standard contractual clauses approved for use under UK data protection law, or
- ensuring the provider is located in a country that the UK government considers to have adequate data protection standards.

You can contact us if you would like more information about these safeguards.

6. How long we keep your information

We keep your personal data only for as long as we need it for the purposes described in this policy.

In general, this means:

- account and subscription information is kept while you use the Services;

- some information may be kept after your subscription ends if needed for legal, tax or accounting reasons;
- operational logs and usage data are kept for a limited period to help us improve and secure the Services;
- information that is no longer required will be deleted or anonymised.

If you ask us to delete your data, we will do so unless we need to keep it for legal or operational reasons.

7. Your rights

Under UK data protection law, you have several rights regarding your personal data. These include the right to:

- **Access** the personal data we hold about you
- **Correct** any information that is inaccurate or incomplete
- **Delete** your personal data in certain circumstances
- **Restrict** how we use your data
- **Object** to certain types of processing
- **Withdraw consent** where we rely on consent
- **Receive a copy** of your data in a structured, machine-readable format (data portability)

To exercise any of these rights, contact us at **contact@catchmentai.com**.

You also have the right to complain to the **Information Commissioner's Office (ICO)** if you are unhappy with how we handle your data.

Details on how to contact the ICO can be found at **www.ico.org.uk**.

8. Security

We take appropriate technical and organisational measures to protect your personal data from loss, misuse, or unauthorised access. This includes secure servers, encryption in transit, access controls, and regular monitoring.

However, no online system can be completely secure, and we cannot guarantee absolute security.

If we become aware of a data breach that may affect your rights or freedoms, we will contact you and, where required, notify the relevant authorities.

9. Changes to this policy

We may update this Privacy Policy from time to time to reflect changes to the Services, our practices, or the law.

If we make a significant change, we will let you know. Continuing to use the Services after an updated version takes effect means you accept the changes.