



# Privacy notice

Last updated: 21 January 2025

## Your privacy, our commitment

At IQject, privacy and transparency are at the core of everything we do, especially as we leverage AI systems to enhance your experience. This privacy notice explains how we collect, use, and protect your data, including specific information about our AI practices, your rights, and how you remain in control. This notice applies to all your interactions with us, whether online or offline, and reflects our commitment to global privacy standards, including GDPR, UK GDPR, and POPIA compliance.

### 1. Data processing roles

IQject's role in handling personal data depends on the type of interaction:

- **Data controller:** For data related to your account, subscriptions, marketing preferences, and platform usage.
- **Data processor:** For patient health data provided by healthcare professionals. In this case, the healthcare professional remains the data controller.

This distinction ensures both compliance and clarity in our relationship with you and your patients.

### 2. The data we collect

We keep it simple: we only collect what's necessary for you to have the best experience.

Category	Examples of data collected	Purpose
General data	Full name, email, phone number, job title, account credentials	For user authentication, account creation, and communication.
Patient health data	Medical records, treatment history, diagnostic reports	To support healthcare services, patient management, and care optimisation.
Financial data	Payment card details, billing address, transaction history	For processing payments, managing subscriptions, and generating invoices.
Technical data	IP address, device type, browser details, usage logs	For ensuring platform functionality, troubleshooting, and analytics.
AI interaction data	Queries submitted, AI responses, token usage history	To deliver and improve AI-driven services.
Professional data	Certifications, licenses, employment history	For credential verification in professional accounts.
Location data	Geographic location (IP-based or device-based)	For compliance with local regulations and providing regional services.
Support data	Support tickets, chat logs	To provide technical support and resolve issues.
Marketing preferences	Survey responses, communication preferences	To customise updates and promotional materials.
Anonymised data	De-identified medical records, usage statistics	For research and service improvements.

### 3. How we use your data

We're dedicated to putting you in control of your data. Here's how we use it to provide a secure and effective experience:

- **Delivering reliable services:** Your data helps us manage your account, make the EMR platform fully functional, and ensure the events app and professional logbook run smoothly.
- **Personalising your experience:** Understanding your needs allows us to make each interaction smooth and relevant.
- **Ensuring compliance and security:** Data processing helps us comply with legal obligations, prevent fraud, and keep your data secure.
- **Sharing meaningful updates:** With your permission, we'll send updates that enhance your experience.

We process your data based on the following lawful bases:

- **Consent** (e.g., marketing emails).
- **Contractual necessity** (e.g., subscription management).
- **Legal obligations** (e.g., compliance with regulations).
- **Legitimate interest** (e.g., improving services and maintaining security).

We believe your data is yours alone. We don't sell personal data to third parties.

### 4. How we use AI

IQject's AI powers many of our platform's capabilities, allowing us to provide faster, more accurate services.

#### 2.1. How we use AI while respecting your privacy

- **Personalisation and support:** AI analyses your usage to tailor features and recommendations, making each interaction relevant and efficient.
- **Decision support:** AI assists with automating certain decisions that enhance workflow, but we ensure human review for decisions that might impact your access to critical services.
- **Data security and compliance:** Our AI constantly monitors data patterns to detect potential security issues and maintain compliance with data protection standards.

## 2.2. Transparency in AI-powered decisions

For significant decisions made with AI that might impact your experience, we disclose:

- A description of the decision.
- The personal data categories used.
- An accessible, plain-language explanation of the logic behind the AI decision, including human involvement.
- Information on how IQject has evaluated the AI's accuracy, fairness, and bias.

## 5. Training AI models with your data

To continually improve IQject's AI capabilities, we may use data to train our AI models.

- **Data selection and anonymisation:** We prioritise anonymised data and use only necessary personal data, ensuring privacy protection during AI model training.
- **Transparency in training and usage:** IQject's AI is trained to avoid bias, and we conduct regular reviews to ensure fairness, accuracy, and data security.

If you prefer not to have your data included in AI training, contact us directly.

## 6. How IQject shares data

We protect your information and only share it when necessary to provide our goods or services.

- **Trusted partners:** We work with selected partners who meet our standards for privacy and security, including cloud providers and those supporting our AI infrastructure. Each partner adheres to our strict data protection requirements.
- **Legal requirements:** We may share data as required by law or government requests.
- **Business transfers:** In the event of a merger or acquisition, your data may transfer to a new entity with privacy protections unchanged.

### International transfers

IQject uses standard contractual clauses (SCCs) or similar safeguards to ensure any cross-border data processing aligns with global privacy standards.

## 7. How long we keep and handle your data

We retain data only for as long as needed to provide you with our goods or services and comply with legal obligations.

- **General data:** Retained during your subscription and deleted 6 months after termination.
- **Patient health data:** Retained as required by healthcare laws.
- **Financial data:** Retained for 5 years for legal and tax purposes.
- **AI interaction data:** Retained for up to 12 months.

Anonymised data may be retained indefinitely for research and improvement.

## 8. How IQject protects your data

Security isn't optional—it's our priority. We use advanced security protocols, including encryption and multi-factor authentication, to keep your data safe. We and our vendors align with strict industry standards like the controls in ISO 27001.

### Real-time monitoring

We constantly monitor for threats, and in the unlikely event of an incident, you'll be notified immediately. Transparency is key.

### Responsible AI practices

We perform regular assessments of our AI for fairness, accuracy, and avoidance of unintended biases.

## 9. Your rights and AI control

We give you control over your data. Depending on your location, you may have the right to:

- **Access:** See the information we have about you.
- **Correct:** Fix any incorrect or incomplete information.
- **Delete:** Request data deletion, subject to legal exceptions.
- **Restrict:** Limit certain data uses if you have concerns.
- **Portability:** Transfer your data to another provider.
- **Object or withdraw consent:** Decide how your data is used or withdraw consent at any time.
- **Understand AI decisions:** Request explanations for AI decisions that impact you.
- **Object or withdraw consent:** Control how your data is used or withdraw consent anytime.

### How to exercise your rights

Contact us at [jason@iqject.com](mailto:jason@iqject.com). We'll respond within 10 days.

## 10. Cookies and tracking technologies

We may use cookies to enhance your website experience. For non-essential cookies, we always ask for your consent.

### Types of cookies

- **Essential cookies:** For basic functionality.
- **Performance cookies:** To help us improve the platform.
- **Marketing cookies:** For personalised marketing, if you consent.

Visit our cookie policy to adjust your settings anytime.

## 11. Electronic communications

We follow strict guidelines to keep your communications secure. Any data related to electronic communications is only accessed with your consent or to respond to your queries.

## 12. Children's privacy

We are committed to protecting the privacy and security of children's data. As some of our customers provide healthcare services to children, we may process personal data related to children. However, we ensure that all children's data is handled lawfully, securely, and in line with global privacy standards.

We only process children's data with the appropriate consent, unless required by law or medical necessity. Our safeguards include strict access controls and data protection measures to keep this information safe. Parents and guardians have the right to access, update, or request the deletion of their child's data, and we are here to help with any questions or concerns.

## 13. Updates to this privacy notice

We may update this privacy notice from time to time to reflect changes in our services, legal requirements, or privacy practices.

When we make significant changes, we will notify you through appropriate channels, such as by posting a prominent notice on our website or contacting you directly. We encourage you to review this privacy notice periodically to stay informed about how we are protecting your personal data. Your continued use of our services after an update signifies your acceptance of the revised privacy notice. If you do not agree with any changes, please stop using our services and contact us with your concerns.

The date of the latest update will always be indicated at the top of the notice.

## 14. Contact us

If you have questions about our privacy practices or to exercise your rights, we're here to help.

**Email:** [jason@iqject.com](mailto:jason@iqject.com)