

# RealSAM Smart Speaker Privacy Policy

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At RealSAM, we are committed to maintaining the trust and confidence of the users of our Smart Speaker applications. In this Privacy Policy, we've provided lots of detailed information on when and why we collect your personal information, how we use it, the limited conditions under which we may disclose it to others and how we keep it secure. This should be read in conjunction with our general RealSAM Privacy Policy.

This privacy policy applies to those who use the RealSAM In Your Pocket smart speaker services (Google Assistant Actions and Amazon Alexa Skills), which are owned and operated by RealSAM LTD ("We", "Us" or "Our").

## What information do we collect?

We collect personal and other information from you when you register on our website or social media, call or email us, order a product, or use the RealSAM In Your Pocket smart speaker applications and associated services.

You may be asked for your name and authentication details to verify your subscription with us. We may collect information about how you use our services and third party services you use in conjunction with our Services, including for example your location and activity.

## What do we use your information for?

We do not sell, trade, or otherwise transfer to outside parties your Personally Identifiable Information, other than those listed in our Privacy Policy. We may release information when its release is appropriate to comply with the law, enforce our site policies, or protect ours or others' rights, property or safety.

We may use and analyse your personal information to help us run your Service(s) and account, to enhance your overall experience with us and make it more relevant to you, to help us improve products and to develop new ones, and for credit checking and fraud prevention. We may share and combine that data and your information with Real Thing AI (our parent company in Australia), The Royal National Institute for Blind People (RNIB), and O2/Telefonica, to enable them to provide the Services.

We may send you information and updates pertaining to your usage, in addition to occasional company news, updates, related product or service information, etc.

## **How do we protect your information?**

We implement a variety of security measures to maintain the safety of your personal information when you place an order or enter, submit, or access your personal information. We offer the use of a secure server and encrypted communications.

The information we store can only be accessed by those authorised with special access rights to our systems, who are required to keep the information confidential. If you have any questions about the security of your personal information, you can contact us at [privacy@realsam.co.uk](mailto:privacy@realsam.co.uk).

## **Log files**

As is true of most online services, we gather certain information automatically. This information may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, the files viewed on our site (e.g., HTML pages, graphics, etc.), operating system, date/time stamp, and/or clickstream data to analyse trends in the aggregate and administer the site. We may also automatically gather information from users of the RealSAM In Your Pocket service, including dialogue interactions, accesses of content, as well as information about other messaging.

## **User Access and Choice**

You are entitled to view, amend, or request deletion of the personal information that we hold. You can also contact us at [privacy@realsam.co.uk](mailto:privacy@realsam.co.uk). We will respond to your request within a reasonable timeframe.

## **Data Retention**

We will retain your information as needed to provide you services. Even if you close your account with RealSAM, we will still retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements. However, we will identify your account in our database as “deleted” or “closed”.

## **Terms and Conditions**

Please also visit our Terms and Conditions section establishing the use, disclaimers, and limitations of liability governing the use of our Services.

## **Your Consent**

By using our Services, you consent to our Privacy Policy.

## Changes to our Privacy Policy

We may update this privacy policy to reflect changes to our information practices. If we make any material changes we will notify you by means of a notice on our website prior to the change becoming effective. We encourage you to periodically review this page for the latest information on our privacy practices.

## Contacting Us

If there are any questions regarding this privacy policy or our Services, you may contact us using the information below:

### **RealSAM LTD**

7 The Rookery  
Peterborough PE2 7YT  
United Kingdom  
[privacy@realsam.co.uk](mailto:privacy@realsam.co.uk)

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