



Legal Utopia Limited (Level 30)  
The Leadenhall Building  
122 Leadenhall Street  
City of London  
EC3V 1LR

## **RESEARCH PRIVACY POLICY**

### **BACKGROUND:**

Legal Utopia understands that your privacy is important to you and that you care about how your personal data is used. We respect and value the privacy of everyone who visits our websites, [legalutopia.co.uk](https://legalutopia.co.uk); [legalutopia.services](https://legalutopia.services); [legalutopia.app](https://legalutopia.app); [legalinnovationzone.co.uk](https://legalinnovationzone.co.uk); [finservdivergence.co.uk](https://finservdivergence.co.uk); and [legalcrowd.fund](https://legalcrowd.fund) (collectively "**Our Sites**") and everyone who accesses our mobile applications available from the Apple UK App Store (<https://www.apple.com/uk/ios/app-store/>) and the Google Play Store (<https://play.google.com/store/apps?hl=en>) (collectively "**Our Apps**").

We will only collect and use personal data in ways that are described here, and in a way that is consistent with our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of this Privacy Policy is requested at the time of engaging with our Research Tool within Our Apps.

### **1. Information About Us**

Our Sites and Our Apps are owned and operated by Legal Utopia Limited (referred to as "**Our**", "**us**", "**we**", "**Legal Utopia**"), a limited company by shares, registered in England under company number 10909418.

Registered address: Level 30, The LeadenHall Building, 122 Leadenhall Street, City of London, EC3V 1LR.

Main trading address: Level 30, The LeadenHall Building, 122 Leadenhall Street, City of London, EC3V 1LR.

Data Protection Officer: Fraser Matcham.

Email address: [fraser@legalutopia.co.uk](mailto:fraser@legalutopia.co.uk)

Postal address: Level 30, The LeadenHall Building, 122 Leadenhall Street, City of London, EC3V 1LR.

Regulation and Compliance Officer: Robert Marcus.

Email address: [robert@legalutopia.co.uk](mailto:robert@legalutopia.co.uk).

Postal address: Level 30, The LeadenHall Building, 122 Leadenhall Street, City of London, EC3V 1LR.

- We are registered with the Information Commissioners' Office under reference number **ZA324233**.
- You can search the public register of data controllers here: <https://ico.org.uk/about-the-ico/what-we-do/register-of-fee-payers/>
- You can make a complaint to the Information Commissioners' Officer here: <https://ico.org.uk/make-a-complaint/>

- You can access a infographic summary of this Privacy Policy here: <https://www.legalutopia.co.uk/privacy-policy-infographic>
- You can use our template to make a Subject Access Request here: <https://www.legalutopia.co.uk/legal>
- You can access a support page on our use of Machine Learning technologies here: <https://legalutopia.co.uk/machine-learning>

## 2. Information We Collect

2.1 We provide a data collection tool (the “**Research Tool**”) with Our Apps for the purposes of conducting commercial research, this research tool only collects Research Information that you provide to Us for the purposes of commercial research. The Research Information is collected on the lawful basis of your express and informed consent which we seek from you at the time of engaging with Our Research Tool.

### Definitions and Interpretation

In this Policy the following terms shall have the following meanings:

“**Research Tool**” means the functionality provided under the “Research” tab found within Our Apps.

## 3. Research Information

Research Information: including relationship status, job title, gender, income bracket, location, age, and first language.

We ask everyone that uses Our Apps to provide some or all of this information when consenting to participate in our research. This information is collected for the purposes of conducting commercial research only.

## 4. Use of your Research Information

4.1 We collect this information for the purposes of conducting and comprising commercial industry reports to better understand the legal marketplace and share this insight with others. The commercial research does not publish or include any personal data that could enable anyone to identify any data subject.

## 5. Further Information

5.1 There are further details related to how your personal data and Research Information are used, stored, retained, and more in accordance with our legal and compliance obligations that can be found in our full Privacy Policy here: [legalutopia.co.uk/privacypolicy](https://legalutopia.co.uk/privacypolicy).