YOTI

Privacy information

Yoti websites and social media

Jump to section

What is it?

This privacy information covers the following websites and their associated pages / blogs.
https://www.yoti.com
https://yoti.zendesk.com
https://identity.yoti.com/
https://www.yoti.com/passwords/
https://www.yotisign.com/

This privacy information covers our corporate social media accounts.
- Facebook
- Twitter
- Instagram
- LinkedIn
- YouTube
- Snapchat
- TikTok

The websites and social media pages provide information on Yoti and its products and services, including blog posts, developer information to integrate with Yoti, and any job vacancies. You can also use them to contact us, and you can log into Hub through the website.

Information collection and use

We collect information from you through our website:
- when you fill in any website 'contact us' forms or use a specific email address we have provided;
- when you contact us on social media;
- when you provide your email address for specific purposes;
- when you log into websites or set up an account, where this is available;
- when you provide us with feedback;
- through cookies and analytics.

Contact us form and email

The website 'contact us' forms ask for your email address and message, and sometimes your name, and some of them provide drop-down options so you can indicate what you are contacting us about.

We use this information to respond to your query. See below for the different teams who receive your email. These teams will make sure your query gets to the right person and is answered appropriately.

Business customers may receive our newsletter, which you can unsubscribe from at any time by using the link in the email.

We provide different email addresses for help and support depending on your query.

hello@yoti.com: for all general queries. Your emails go to our front of house, who will redirect them internally as appropriate for a response.

help@yoti.com: for customer support. Your emails go to our Customer Support team.

business@yoti.com: for business enquiries and corporate customers. Your emails go to the senior members of our Growth and Partnerships Team.

sdksupport@yoti.com: for developer support if you are using our SDK. Your emails go to our Customer Support team who will either respond directly or pass your query to the relevant team to provide the support you have requested.

social.impact@yoti.com: for all queries for our Social Impact team.

privacy@yoti.com: for all privacy and data protection queries and rights requests. Your emails go directly to our Legal and Compliance team.

guardians@yoti.com: to contact our Guardian Council members directly.

If you spam or attack our e-mails or contact us forms, we will keep your contact details so we can filter out any further contact from you. This is necessary to prevent damage to our systems caused by spamming.

Social media contact

We don't collect or store any information outside of the social media platforms. If you contact us through social media we ask you to email us and this email goes into our Customer Support system. Our Customer Support or Marketing team will respond or redirect your message internally for a response as appropriate.

We use a tool called Falcon to collect comments or messages posted on social media that are directed at us. We also use it to look for mentions of Yoti on the web. We don't retain this information.

Providing your email or feedback

Our websites may have opportunities to provide your email address so we can send you specific information, such as to register your interest in using a new product, to learn when businesses in your area accept Yoti, or to inform you when we launch a new product or feature.

We may also have options to provide feedback on our products and services or register your interest in doing user testing.

We will provide appropriate information on personal information collection and use on the relevant page, or link to the relevant section in this privacy information.

You can also provide feedback from within the app or other products, such as YPM. These feedback messages go to our Customer Support team who will redirect them internally where necessary.

App store buttons

Across our websites, social media and in communications sent through our platform we have app store buttons so you can click through to download the Yoti app.
We have analytics tags attached to these buttons so we can collect statistics on how many people click through and where they clicked through from. We cannot connect these statistics to any identifiable user.

Location information

On some of our websites you may see a pop-up asking for your location. We use this country-level information where we have different content for different countries so that we can present the right information for the country you are in. We don't store any location information.

Security, retention and data location

If you contact us through the website, we will direct your query to the right place, and we always keep your personal information secure. Where we use other organisations to support our business we have contract terms in place that contain obligations on the other organisation to safeguard your information. We are currently looking into suppliers who use Privacy Shield to move to an alternative, given the recent CJEU decision that invalidated Privacy Shield.

If we decide or are obliged to send or store your personal information in another country, we will update this section to describe the protections we have put in place.

Customer Support

We use Zendesk for Customer Support queries. We keep queries for six months.
Zendesk data location: US
Transfer mechanism: processor BCR and Privacy Shield

Growth and Partnerships

We use Copper CRM for corporate customer contact details. We keep your details while we are in contact with you or you are our customer. We review inactive contacts after two years.

Copper data location: US
Transfer mechanism: Privacy Shield

Marketing

We keep our marketing database in Amazon Web Services EU datacentres. We keep any contact details for 18 months.
We use MailChimp to send e-mails.
MailChimp data location: US
Transfer mechanism: Privacy Shield

Your rights and choices

We may have your personal information in different parts of our business depending on your interaction with us through our websites and social media. Please make any rights requests to privacy@yoti.com. If you can also set out the different interactions you have had with us, that will help us find your information more quickly.

Access rights

You are entitled to know what personal information we hold about you and to receive a copy of it.

In most cases this will be information you have provided us through our websites or social media channels.

Adjust analytics

As set out in the 'Analytics' section, we get Advertising IDs from Adjust along with event information such as 'installed app', 'completed registration' and so on. If you want to access this information about your device, you will need to provide us with the Advertising ID from your phone, as that is the only way we can search for the information.

In-house analytics

The information we collect is de-identified and aggregated and it is not possible to search or get the information using your name or your phone's identifiers (for example, the IMEI number which is like a serial number for your phone). So we cannot provide you with this information as it is not linked to you specifically

Correction rights

You are entitled to correct personal information we hold about you that is inaccurate.

Deletion rights

In certain circumstances you are entitled to ask us to delete the personal information we hold about you.

This right is unlikely to apply in the context of most of our websites and social media channels.

Objection rights

In certain circumstances you are entitled to object to Yoti processing your personal information.

This right is most likely to apply to direct marketing we send you. You will always be able to object to any marketing in every message and if you do so we will add you to our suppression list to make sure we do not contact you again.

Restriction rights

In certain circumstances you are entitled to ask us to restrict our processing of your personal information.

You can ask us to do this if:
- you dispute the accuracy of your personal information;
- our processing is unlawful but you prefer restriction to deletion;
- we no longer need the information but you need it for legal reasons; or
- you have objected to our processing and we are still dealing with this objection.

If you want to contact us about your restriction rights, please email: privacy@yoti.com

Portability rights

In certain circumstances, you are entitled to receive the personal information you have provided us in a structured, commonly used and machine-readable format.

Complain to the ICO

You can also complain to the Information Commissioner's Office (ICO) who is responsible for making sure that organisations comply with the law on handling personal information.
https://ico.org.uk/global/contact-us/

Cookies

See the 'Cookies' heading in the 'General' section for more information on what they are, why we use them, and what controls and choices you have. We are in the process of implementing a cookie management tool on our websites. This is in place on www.yoti.com and www.yotisign.com

Name of the cookie	Type of cookie	What we do with it
yoti_ignoreCookieBanner	Functionality cookie	Used to know that you have seen the cookie banner, and so not to show it to you again.
PHPSESSID	Strictly necessary	Security cookie
_ga _gcl	Performance cookie	(Google Analytics and Adwords) Used to show us how users arrive at and interact with our website. It helps highlight areas where we can improve and shows us how successful our marketing campaigns are.
_gat	Performance cookie	Used by Google Analytics to

		prevent attacks on their servers.
_gid	Performance cookie	Used by Google Analytics to distinguish users from each other.
ubvt	Performance cookie	Unbounce cookie. Allows us to test the effectiveness of different versions of web pages, and make sure that visitors consistently see the expected version of a page.
_atuvs _atuvc	Functional cookie	AddThis social sharing widget to enable visitors to share content with a range of networking and sharing platforms.
vuid	Functional cookie	Vimeo video hosting cookie
_GAPS _Host-GAPS	Functional cookie	Google cookie
_fbp ATN	Targeting / advertising	Used by Facebook to deliver a series of advertisement

		products such as real time bidding from third party advertisers.
_gcl_au	Targeting / advertising	Used by Google AdSense for experimenting with advertisement efficiency across websites using their services.
Lang bcookie	Targeting / advertising	LinkedIn content sharing cookie
Xtc _atrfs uvc	Targeting / advertising	AddThis provides web widgets that site owners embed into their pages or other content to enable visitors to create and share links to the content across social networks. They also make use of the data collected to provide advertisers and marketers with profile information for targeted behavioral advertising.
YSC	Targeting / advertising	YouTube advertising cookies

GPS		
sc_anonymous_id	Targeting / advertising	Soundcloud social sharing services centred around soundclips. The data that is collected through its services can be used for profiling and targeted advertising.

Analytics

Understanding how people use our websites is essential. We need to know what's working, and what isn't, so we can improve. As a business, we need to know how many people are using them, where they are in the world, and which aspects are most popular.

We collect information about your device and your use of our websites using third-party analytics. We de-identify and aggregate the information we collect so we can't identify you personally. Unlike most other companies, we don't build individual profiles of the people who use our websites. We simply look for trends and patterns to inform business decisions.

See the 'Analytics' heading in the 'General' section for information on what analytics are, why we use them, and your choices.

See below for the specific analytics we use on our websites.

Pixels

These track activity on the website such as when a user completes an activity (for example, clicking through, completing a web form, downloading the app). We use this information for things like determining which platform users come to Yoti from, understanding what actions users take once they arrive at Yoti, and attributing leads back to ad campaigns.

For more information, please see:

- Facebook: https://www.facebook.com/business/help/651294705016616

- Twitter:
  https://business.twitter.com/en/help/campaign-measurement-and-analytics/conversion-tracking-for-websites.html

- Google Adwords: https://support.google.com/adwords/answer/1722054?hl=en-GB or
  https://tools.google.com/dlpage/gaoptout/

- Taboola: https://help.taboola.com/hc/en-us/articles/360003469854-Taboola-Pixel-Overview

- Outbrain (business landing pages):
  https://www.outbrain.com/help/advertisers/what-is-outbrain-amplify/

- LinkedIn Insights: https://www.linkedin.com/help/linkedin/answer/65521

Google Tag Manager (GTM)

We use this to connect the pixels and trackers from advertising networks and channels to the website. If you arrive at our websites from a particular platform that we advertise on, GTM allows us to understand where you came from so we can determine which adverts are more successful at bringing people to the website. GTM also allows us to understand if you went on to complete an action on the website, such as downloading the app).

Google Analytics

We collect the following information when you use our websites.
- IP address (truncated to country or city level)
- Browser type and version.
- Operating system.
- Length of visit, page views, website navigation and any other related browsing activity.

Visual Website Optimiser (VWO)

VWO anonymously tracks where people click on our website allowing Yoti to generate a diagram highlighting the most active areas, as well as count how many times users click on a certain link or button. We use this technology to understand how people use our websites and to test different content, so that we can improve the websites.

Adjust

We use this performance and analysis technology on our websites where there is an app store button or other click through to install our app. This allows us to us to track and analyse which marketing channels or sources, and which adverts, are producing the best results in directing users to download the Yoti app, and to help us understand how our users are using our app.

Please see the 'Analytics' heading in the 'Yoti app' section for more information on Adjust.

Past versions

We changed how we present our privacy information in January 2019 to distinguish between general information and product-specific information. You can find previous versions of the entire privacy information under the 'Past versions' heading in the 'General' section. We will add here past versions of the Hub privacy information if it has been updated.

[14 January 2019](#)
[4 March 2019](#)
[14 May 2019](#)
[2 August 2019](#)
[16 December 2019](#)

What's new

- We have updated the corporate social media accounts covered by this privacy information.
- We have updated the cookie information section.
- We have added a sentence on Privacy Shield.