

YARETA PLATFORM PRIVACY POLICY

Effective Date: 1 January 2025

This Privacy Policy governs the collection, use, and disclosure of personal data by Yareta Limited ("Yareta," "we," "us," or "our") in connection with the use of the Yareta platform and services by Customers s, Candidates , and users ("you"). It aligns with the UK GDPR, the EU GDPR, and other applicable data protection regulations.

1. WHO WE ARE

Yareta operates through two legal entities:

- **Yareta Limited**, incorporated in the United Kingdom. Registered address: 156a Burnt Oak Broadway, Edgware, Middlesex, HA8 0AX, UK.
- **Yareta Corp**, incorporated in the United States. Registered address: 8 The Green, Ste A, Dover, Delaware, 19901, USA.

We act as a data **controller** when processing personal data from users interacting directly with Yareta (e.g., entrepreneurs taking psychometric assessments) and as a **data processor** for Customers who use our services to assess their deal flow or Candidate selection.

For data protection matters, you can contact our Data Protection Officer (DPO) at: info@yareta.co (DPO)

2. WHAT WE DO

Yareta enables clients to evaluate startup deal flow or Candidate selection through an integrated intelligence layer that combines:

- CRM / ATS integrations
- Traffic-light filtering based on hard criteria
- Business and Candidate DNA scoring based on behavioral and contextual data
- AI-generated summary reports
- Individual Candidate profiling across 6 domains and 25 traits
- Science-backed psychometric assessments (delivered via Typeform)
- Optional transcript analysis from Individual-Customer calls (powered by Recall.ai)

Yareta's services may involve the collection, storage, and analysis of personal and sensitive data to enhance model accuracy and deliver predictive insights.

3. WHAT PERSONAL DATA WE COLLECT

We only collect Individual -related data that has been shared with us by Customers or information that is in the public domain, unless the Individual independently engages with our psychometric tools. Depending on customer interaction with our platform, we may collect:

A. Identity & Contact Data

- Full name, email, company name
- Role (e.g., Customer, Individual, Candidate)

B. Application & CRM Data (Customer-initiated)

- Information submitted via CRM, ATS' (e.g., application forms, pitch decks, CV's, traction summaries)

C. Profile Data

- Questionnaire responses
- Individual profiles
- Pitch materials, CVs, and public URLs

D. Psychometric Assessment & Call Transcript Data

- Responses to structured and open-ended questions (via Typeform)
- Optional HAIL (Hardship, Alienation, Illness, Loss) narrative responses

Transcript content from meetings **E. Device & Usage Data**

- IP address, device type, browser info
- Site interactions and logs

F. Special Category Data (Sensitive Data)

With explicit consent, we may collect data that reveals:

- Health or medical history
- Philosophical or religious beliefs
- Ethnic or racial origin
- Sexual orientation or gender identity
- Experiences of adversity (e.g., HAIL responses)

4. HOW WE COLLECT DATA

- From Customers : All dealflow data / applications (including Individual applications, pitch decks, CRM content, CVs and any other Individual-related materials) is provided by Customers. Yareta cannot control or limit the scope of data that

Customers upload. Customers may also request that Individuals complete psychometric assessments or consent to having their meetings analyzed. Yareta does not solicit information directly from Individuals unless they give consent for us to do so. Customers may also request that Individuals complete psychometric assessments or consent to having their meetings analyzed t. Yareta does not solicit information directly from Individuals unless they have given consent to do so .

- From Individuals (direct): Individuals may voluntarily choose to complete a psychometric assessment via Typeform at the request of the customer. Individuals may also optionally consent to call transcripts being analyzed.
- Automatically: via cookies, device metadata
- Indirectly: via integrated CRMs, platforms like LinkedIn or Pitchbook (if authorized)
- Through call transcription (including Individual applications, pitch decks, and CRM content) is collected from Customers who authorize and upload such information to the platform.
- From Individuals (direct): We collect data directly from Individuals only if they voluntarily choose to complete a psychometric assessment via Typeform. Individuals may also optionally consent to transcription software joining calls in which case the call transcript is analyzed.
- Automatically: via cookies, device metadata
- Indirectly: via integrated CRMs, platforms like LinkedIn or Pitchbook (if authorized)
- Through call transcription software where the Customer invites the Yareta bot to join a video meeting

5. HOW WE USE YOUR DATA

We use your personal data for the following purposes:

Purpose	Legal Basis
Registering and authenticating users	Consent / Contract
CRM integration and traffic light filtering	Legitimate interest / Contract
Business or Candidate DNA scoring using Customer -set criteria	Legitimate interest
Generating AI-driven summaries	Consent / Legitimate interest
Analyzing Individual traits (6 domains, 25 traits)	Consent
Administering psychometric tests via Typeform	Consent
Analyzing meeting transcripts	Consent
Personalizing Customer dashboards	Legitimate interest
Data improvement and system testing	Legitimate interest

6. AUTOMATED PROFILING AND DECISION-MAKING

We use multiple AI models) and psychometric models to:

- Score Business and Candidate DNA based on customer-defined criteria
- Analyze pitch decks, application materials, CV's and call transcripts for signals of 25 entrepreneurial traits
- Generate trait benchmarks
- Produce Individual summary reports

Decisions to fund or engage with an Individual are always at the Customers discretion. Yareta provides decision support, not funding decisions.

You have the right to request human intervention, express your point of view, or contest an ADM-based decision by contacting: info@yareta.co

7. DATA SEGREGATION

Customer (Customer) data is siloed. Each Customer's CRM data, Candidate applications, meeting transcripts, and psychometric results are stored and processed separately and securely. Cross-Customer data visibility is not permitted.

With explicit consent, anonymized and aggregated data may be used to continuously improve Yareta's predictive models while preserving customer confidentiality and data integrity. Anonymized and aggregated data may be used to improve Yareta's machine learning models. This data is stripped of all personally identifiable information and cannot be used to identify any individual or customer.

8. CONSENT & Candidate PERMISSIONS

If you are a Customer, you confirm that:

- Individualss have consented to the processing of their information using AI tools, including psychometric testing and optional transcription, where applicable
- Any psychometric assessments or transcript-based analysis have been initiated by your request and shared with the Candidate accordingly

If you are an Individual, you:

- May choose to participate in a psychometric test at the request of the Customer
- Consent to automated analysis of your responses and, if opted in, the transcript of your Customer meeting

- Retain the right to opt out of psychometric assessments or open-ended (HAIL) sections at any time
- Individuals have consented to their information being processed using AI tools, including optional transcription software

If you are an Individual, you:

- Consent to automated analysis of your submitted materials and optionally recorded call transcripts
 - Have the right to opt out of psychometric or open-ended (HAIL) sections
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9. DATA SHARING

We may share your data with:

- AWS, OpenAI, and other data processors for hosting and analytics
- Typeform (psychometric platform provider)
- Recall.ai (call transcript processor)
- Google Analytics (anonymized usage tracking)
- Internal developers and admins under confidentiality

We **do not sell or share** your data with advertisers.

Candidate Access to Psychometric Results

Psychometric assessments made available through the Yareta platform are commissioned and paid for by the Customer but completed voluntarily by the Individual. While the Customer retains access to all resulting outputs and insights for internal evaluation purposes, the raw responses and identifiable psychometric data remain the personal data of the Individual under applicable data protection laws.

Unless otherwise agreed in writing, Yareta reserves the right to provide Individuals with access to their individual results and scores **90 days after the completion of the assessment**, provided that:

- The Candidate makes a direct access request; and
- The Customer has not explicitly prohibited such sharing in writing before the assessment is completed.

This provision ensures Yareta can uphold its legal data obligations while respecting the Customer's use of the platform during the decision-making window.

Customers who wish to restrict such access must submit a written request to info@yareta.co prior to initiating the assessment.

10. INTERNATIONAL TRANSFERS

We operate in both the United Kingdom and the United States. Depending on your location or the services used, your data may be transferred to or processed in the U.S. or other jurisdictions outside your country of residence.

We ensure a similar level of protection is afforded to your data by implementing safeguards such as:

- UK GDPR-approved Standard Contractual Clauses
 - U.S. privacy law compliance under applicable state or federal standards (e.g., CCPA where relevant)
 - Data Protection Addendums and agreements with third-party service providers
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11. DATA SECURITY

We use industry-standard security protocols including:

- SSL encryption
 - Role-based access control
 - Data pseudonymization for psychometric and transcript data
 - Audit logs for all data access
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12. DATA RETENTION

We retain personal data for a maximum of **5 years**, unless a longer retention period is required or permitted by law. This retention period applies to:

- CRM-uploaded data: up to 5 years
- Psychometric results: up to 5 years
- Call transcripts: up to 5 years
- Candidate profiles: up to 5 years or deleted upon Customer request

Individuals may request early deletion of their data by contacting us. After the retention period, we will delete or anonymize your data in a secure manner.

13. COOKIES

We use cookies to:

- Authenticate users
- Track usage trends
- Improve UI/UX

You can manage your cookie preferences via browser settings.

14. YOUR RIGHTS

Under applicable data laws, you may:

- Request access to your data
- Correct or update your data
- Withdraw consent
- Request deletion of your data
- Lodge a complaint with the Information Commissioner's Office (ICO)

To exercise any of these rights, contact info@yareta.co

15. UPDATES TO THIS POLICY

We may update this Privacy Policy periodically. You will be notified via email or platform alert when changes are significant.

Yareta Limited

156a Burnt Oak Broadway, Edgware, HA8 0AX, UK

Yareta Corp

8 The Green, Ste A, Dover, Delaware, 19901, USA

Contact: info@yareta.co

Effective Date: 1 January 2025

Last updated: 29th May 2025 156a Burnt Oak Broadway, Edgware, HA8 0AX, UK

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