

## **Reply from Huq Industries, London, UK.**

### **1. User Consent**

Our mobile app partners are obligated to obtain the required consents from their users, in accordance with local laws and regulations. As we cannot accept data submitted to our platform without receiving consent, it's in our interest to make sure that our app partners meet their compliance obligations.

We provide our partners with a templated clause to add into their app terms, and check monthly across all of their apps to ensure that they have done this in the right way. If we discover that an app partner has not asked and received end-user consent, we discard any data previously submitted to us, and withhold any revenue generated from them until they have implemented the relevant protocol.

### **2. User Identifiers**

Our data collection and processing technology is built around a device identifier that is anonymised to the extent that it is meaningless to any platform outside our own organisation. We do not participate in any way with any kind of digital advertising practice eg. ad targeting, re-targeting or proximity marketing. Our data cannot be combined with other datasets, nor used in any ad-exchange, DMP or other advertising environment. While in the context of consent discussed above, this step is not necessary, we do it to as part of our commitment to privacy.