



Timeline Privacy Notice

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Last updated on 1st August 2025

General

Personal data is any information that directly or indirectly identifies you, which includes, without limitation, your personal details, transactions and use of our products and services as part of your relationship with us.

Timelineapp Tech Limited and its group-affiliated companies (together Timeline, we or us) are committed to protecting the privacy and security of your personal data. For the purposes of the UK GDPR within the meaning given to it in section 3(10) (as supplemented by section 205(4) of the Data Protection Act 2018), Data Protection Act 2018 (and regulations made thereunder), and all other legislation and regulatory requirements in force from time to time which apply to a party relating to the use of personal data and the guidance and codes of practice issued by the Information Commissioner's Office or other relevant regulatory authority (collectively, Data Protection Laws), we are a data controller. This means that we are primarily responsible for making determinations about how and why we process your personal data.

Collecting your personal data

We collect personal data about you from different places, including:

- Directly from you
- From someone acting on your behalf
- From publicly available sources or third parties
- Or where we might generate such information ourselves

We may collect, use and share certain categories of your personal data, which include, without limitation, your:

- Name, date of birth, address and contact details
- Nationality and national identity number(s)
- Identification documentation
- Tax status and tax identification number
- Employment details, income and personal wealth (for example, your properties)
- Bank account details and/or account balance information

Using your personal data

We will only use your personal data when we are allowed to under Data Protection Laws in order to fulfil our legal or regulatory obligations, provide our contractual services to you or because we have a legitimate business interest. This includes:

- Detecting and preventing fraud, money laundering and/or other types of financial crime
- Providing products and/or services requested by you
- Managing your Timeline accounts and dealing with any of your transactions
- Enforcing or defending our rights

- Monitoring and recording calls
- Managing our relationship, including electronic communications with you

Marketing Communications

We may use your personal data to contact you with information about our products, services, events, and updates that we believe are relevant to you or your business. This includes:

- Newsletters and product announcements
- Invitations to webinars, events, or training sessions
- Regulatory updates and insights related to financial planning or investments
- Promotions or other communications about Timeline's services

We conduct marketing using a combination of consent (e.g. where you have explicitly opted in) and legitimate interests, particularly where we have an existing or prospective business relationship and are operating in a business-to-business (B2B) context.

In all cases, we strive to ensure that our communications are relevant, proportionate, and aligned with your expectations. We also comply with applicable FCA rules and financial promotions regulations, and we take care to ensure our marketing is fair, clear, and not misleading.

You can opt out of receiving marketing emails at any time by clicking the "unsubscribe" link in any message or by contacting us at support@timeline.co. Please note that if you unsubscribe, we may retain your contact information in a suppression list to ensure that we respect your marketing preferences in the future.

Sources of Marketing Data

We collect marketing-related data directly from you (e.g. via our website forms, events, or sign-ups), from your interactions with our services or communications, or from third-party sources, including professional networks or data providers such as Financial Clarity.

Tracking and Analytics

We may monitor and analyse your interactions with our marketing communications using tools provided by selected third parties. This includes tracking:

- Email opens, click-through rates, and unsubscribe behaviour
- Website visits and interaction with marketing content
- Event registrations and attendance

This helps us understand engagement and improve the relevance of future communications.

Retention of Marketing Data

We currently retain marketing data until we determine it is no longer needed for the purpose for which it was collected. We continue to review our retention policy and may update this notice accordingly.

If you have any questions about how we use your data for marketing, or would like to update your preferences, please contact us at support@timeline.co.

Sharing of your personal data

When we use your personal data for the purposes set out above, we may only share it with:

- Custodians, clearing houses or other third parties contracted with us (and that agree to be bound by appropriate confidentiality restrictions) in order to carry out these contractual services for you or for your benefit.
- Any law enforcement, regulatory and other governmental authorities.
- Any introducing broker or financial intermediary from whom we receive your personal data.
- Persons acting on your behalf, including your financial advisers, appointed persons or your bank.

Transfer of your personal data to third parties and outside the United Kingdom

We or the above recipients may transfer your personal data to third parties, both inside and outside of the United Kingdom. In those instances, we will take the necessary steps to ensure that your personal data is protected in accordance with the Data Protection Laws.

Your rights

You have a right to:

- Receive certain information about our processing activities
- Request access, which, may be subject to a fee (as amended from time to time) to meet our costs in providing you with details of the personal data we hold about you
- Request the rectification, erasure or withdrawal of your personal data
- Restrict or object to the processing of your personal data
- Prevent our use of your data for direct marketing purposes
- In certain circumstances, request to transfer your personal data from us to another data controller

If you wish to exercise any of these rights, you should contact our Data Sponsor using the details provided (see final section in this document). However, please note that in some circumstances we might not be able to comply fully with your request if it conflicts with Data Protection Laws or other laws and regulatory obligations to which we are bound.

You also have the right to lodge a complaint with the Information Commissioner's Office if you consider that the processing of your personal data carried out by us infringes the applicable Data Protection Laws. Please see <https://ico.org.uk/> for more information on how to lodge a complaint.

Security of your personal data

We have taken and will continue to take the necessary steps to protect your personal data against loss or theft, as well as from unauthorised access, disclosure, copying, use or modification, regardless of the format in which it is held. Our current policy is that we will retain your personal data for a period of six years from the end of our relationship with you.

Changes to this Privacy Notice

We may revise or supplement this Privacy Notice at any time to reflect, for example, any changes in relevant laws and regulations or as a result of a significant change to our business practices or technologies used. Please ensure that you check our website from time to time for such modifications.

Contact

All enquiries, requests or comments regarding this Privacy Notice or relating to the processing of your personal data are welcomed and should be sent to the Data Sponsor at Timelineapp Tech Limited, support@timeline.co.



Timeline, 70 Gracechurch St, London, EC3V 0HR, United Kingdom.

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