

# Privacy & Terms

Welcome to [help me Angela](#).

Please read these Privacy and Terms (“Privacy Policy”, “App Terms & Conditions”, “Personal Safety Permission Terms”, “Personal Safety App Terms”, “Incident Recovery Programme terms”) carefully before using help me Angela mobile application (the “service”) operated by help me Angela (“us”, “we”, “our” or “hmA”).

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We will only ever use the personal safety permissions when one of our personal safety specialists deem it necessary to provide you with assistance in accordance with our personal safety permission terms.

By accessing or using the service you agree to be bound by all of the above Terms. If you disagree with any part of the Terms, then you may not access the service.

The use of this mobile application is subject to the following terms of use:

- The content of the pages of this mobile application is for your general information and use only. It is subject to change without notice.
- You must be at least 18 years old to subscribe to the service. If you are below the legal age of 18, you may use the service if a legal guardian subscribes on your behalf and you are at least 13 years old.

This mobile application uses cookies to monitor browsing preferences. If you do allow cookies to be used, the following personal information may be stored by us for use by third parties: please refer to the [cookies partner list](#).

- Neither we nor any third parties provide any warranty or guarantee as to the accuracy, timeliness, performance, completeness or suitability of the information and materials found or offered on this website for any particular purpose. You acknowledge that such information and materials may contain inaccuracies or errors and we expressly exclude liability for any such inaccuracies or errors to the fullest extent permitted by law.
- Your use of any information or materials on this mobile application is entirely at your own risk, for which we shall not be liable. It shall be your own responsibility to ensure that any products, services, or information available through this website meet your specific requirements.
- This mobile application contains material which is owned by or licensed to us. This material includes, but is not limited to, the design, layout, look, appearance, and graphics. Reproduction is prohibited other than in accordance with the copyright notice, which forms part of these terms and conditions.
- All trademarks reproduced in this mobile application, which are not the property of, or licensed to the operator, are acknowledged on the website and mobile application.
- Unauthorised use of this mobile application may give rise to a claim for damages and/or be a criminal offence.

- From time to time, this mobile application may also include links to other websites. These links are provided for your convenience to provide further information. They do not signify that we endorse the website(s). We have no responsibility for the content of the linked website(s).
- Your use of this mobile application and any dispute arising out of such use of the website is subject to the laws of England, Northern Ireland, Scotland, and Wales.

## Contact Us

If you have any questions about these terms, please contact us.

Email address: [hello@helpmeangela.com](mailto:hello@helpmeangela.com)

Postal Address: 224 High Street, Beckenham BR3 1EN.

# Privacy Policy

help me Angela 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 all our members and 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.

## Information About Us

Help me Angela is a private limited company registered in England under company number 12119371, whose registered office is at 224 High Street, Beckenham BR3 1EN.

If you have any questions about this privacy notice, including any request to exercise your rights, please contact the data protection officer (DPO), using the details set out below.

**Data Protection Officer:** Paul Sanderson

Email address: paul@helpmeangela.com

Telephone number: +447958657818

Postal address: 224 High Street, Beckenham BR3 1EN.

**Representative:** Graham Barber

Email address: graham@helpmeangela.com

Telephone number: +447539161190

Postal address: 224 High Street, Beckenham BR3 1EN.

## What Does This Notice Cover?

This Privacy Information explains how we use your personal data: how it is collected, how it is held, and how it is processed. It also explains your rights under the law relating to your personal data.

This is the Privacy Policy that governs how we use personal data that we collect, receive and store about Customers in connection with the use of:

- The website/portal features and services provided to you when you visit our websites or portals.
- When you apply to use and/or use our service.
- Your use of software including mobile and desktop applications provided by help me Angela; and
- Email, other electronic messages including SMS, telephone, website/portal, Geo Location data and other communications between you and help me Angela.

Together these are all referred to in this policy as “Services”.



## What Is Personal Data?

Personal data is defined by the General Data Protection Regulation (EU Regulation 2016/679) (the “GDPR”) and the Data Protection Act 2018 (collectively, “the Data Protection Legislation”) as ‘any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier’.

Personal data is, in simpler terms, any information about you that enables you to be identified. Personal data covers obvious information such as your name and contact details, but it also covers less obvious information such as identification numbers, electronic location data, and other online identifiers.

The personal data that we use is set out in Part 5, below.

## What Are Your Rights?

Under the Data Protection Legislation, you have the following rights, which we will always work to uphold:

- a) The right to be informed about our collection and use of your personal data. This Privacy Notice should tell you everything you need to know, but you can always contact us to find out more or to ask any questions using the details in Part 11.
- b) The right to access the personal data we hold about you. Part 10 will tell you how to do this.
- c) The right to have your personal data rectified if any of your personal data held by us is inaccurate or incomplete. Please contact us using the details in Part 11 to find out more.
- d) The right to be forgotten, i.e., the right to ask us to delete or otherwise dispose of any of your personal data that we hold. Please contact us using the details in Part 11 to find out more.
- e) The right to restrict (i.e., prevent) the processing of your personal data.
- f) The right to object to us using your personal data for a particular purpose or purposes.
- g) The right to withdraw consent. This means that, if we are relying on your consent as a legal basis for using your personal data, you are free to withdraw that consent at any time.
- h) The right to data portability. This means that, if you have provided personal data to us directly, we are using it with your consent or for the performance of a contract, and that data is processed using automated means, you can ask us for a copy of that personal data to re-use with another service or business in many cases.
- i) Rights relating to automated decision-making and profiling. We do not use your personal data in this way.

For more information about our use of your personal data or exercising your rights as outlined above, please contact us using the details provided in Part 11.

It is important that your personal data is kept accurate and up to date. If any of the personal data we hold about you changes, please keep us informed as long as we have that data.

Further information about your rights can also be obtained from the Information Commissioner’s Office (ICO) or your local Citizens Advice Bureau. If you have any cause for complaint about our use of your personal data, you have the right to lodge a complaint with the Information Commissioner’s Office (ICO), the UK supervisory authority for data protection issues ([www.ico.org.uk](http://www.ico.org.uk)). We would welcome the opportunity to resolve your concerns ourselves, however, so please contact us first, using the details in Part 11.



## What Personal Data Do We Collect and How?

Depending upon your use of our site, we may collect and hold some or all of the personal data set out in the table below, using the methods also set out in the table.

Data Collected	How We Collect the Data
Identity Information including name, title, date of birth, gender.	Direct Interaction, Data input into the Personal Safety App or Website.
Contact information including address, email address, telephone number. Relationship information such as parent or guardian in order that parental responsibility consent can be given for children for whom our help is sought.	Direct Interaction, Data input into the Personal Safety App or Website.
Technical information including internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform and other technology on the devices you use to access this website.	Automated technologies or interactions. As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, [server logs] and other similar technologies.
Payment information including card details, bank account details.	Direct Interaction, Data input into the Personal Safety App or Website.
Profile information and usage data including preferences, interests, purchase history.	Automated technologies or interactions. As you interact with our website, we may automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies, server logs and other similar technologies.
Data from third parties including contact information, profile information. Data for third parties to support our services to you.	<p>Third parties or publicly available sources. We may receive personal data about you from various third parties and public sources as set out below:</p> <p>Technical Data from the following parties:</p> <ol style="list-style-type: none"> <li>1. analytics providers such as Google based outside the EU;</li> <li>2. search information providers.</li> </ol> <p>Contact and location services from the app. Third Parties who provide services to us, to help us provide our services to you or provide assistance direct to you when requested.</p>

## How Do We Use Your Personal Data?

Under the Data Protection Legislation, we must always have a lawful basis for using personal data. The following table describes how we and our service providers who help us provide our services to you may use your personal data, and our and their lawful bases for doing so:

What We Do	What Data We Use	Our Lawful Bases
Registration as a new user to the help me Angela product and services.	(a) Identity (b) Contact and Relationship	(i) Consent (ii) To enter or perform a contract with you. (ii) Necessary to comply with a legal obligation.
Supplying our products and services to you.	(a) Identity (b) Contact and Relationship (c) Profile (d) Technical	(i) Consent (ii) To enter or perform a contract with you. (iii) Necessary to comply with a legal obligation. (iv) Necessary to perform a task in the public interest. (v) Necessary for our legitimate interests (such as keeping our records up to date, making our service operate smoothly and better, and to study how customers use our product/services)
Managing payments for our products and services.	(a) Identity (e) Payment	(i) Perform <del>of</del> a contract with you. (ii) Necessary for our legitimate interests (such as making our service operate smoothly and better)
Personalising and tailoring our products and services for you.	(c) Profile (d) Technical	(i) Perform <del>of</del> a contract with you. (ii) Necessary for our legitimate interests (keeping our records up to date and to study how customers use our products/services)
Communicating about changes to our terms or privacy policy.	(a) Identity (b) Contact (c) Profile (d) Technical	(i) Perform a contract with you. (ii) Necessary to comply with a legal obligation.



		(iii) Necessary for our legitimate interests (keeping our records up to date and making our service operate smoothly and better)
Supplying you with information by email that you have opted-in-to (you may opt-out at any time by email or by contacting us, part 11.)	(a) Identity (b) Contact (c) Profile (d) Technical	(i) Consent (ii) Perform a contract with you. (iii) Necessary to comply with a legal obligation. (iv) Necessary for our legitimate interests (to keep our records update and making our service operate smoothly and better)
Help our service providers support us in providing our services for you	(a) Identity (b) Contact (c) Profile (d) Technical (e) Payment (f) Third party services	(ii) Perform a contract with you. (iii) Necessary to comply with a legal obligation. (iv) Necessary for our legitimate interests (to keep our records update and making our service operate smoothly and better).
Data concerning health and other care to help medical and other professionals provide you (or your children) with assistance	(a) Identity (b) Contact (f) Third party services	(i) Explicit consent (ii) Necessary to protect vital interests (iii) Substantial public interest
Data concerning personal safety to authorities with duties to protect the public	(a) Identity (b) Contact (f) Third party services	(i) Explicit consent (ii) Necessary to protect vital interests (iii) Substantial public interest

With your permission and/or were permitted by law, we may also use your personal data for marketing purposes, which may include contacting you by email. You will not be sent any unlawful marketing or spam. We will always work to fully protect your rights and comply with our obligations under the Data Protection Legislation and the Privacy and Electronic Communications regulations, and you will always have the opportunity to opt-out. We will always obtain your express opt-in consent before sharing your personal data with third parties for marketing purposes and you will be able to opt-out at any time.

We will only use your personal data for the purpose(s) for which it was originally collected unless we reasonably believe that another purpose is compatible with that or those original purpose(s) and need to use your personal data for that purpose. Some of your data may be shared with Charles Taylor Assistance, who may use some of your data to proceed with services in the Incident Recovery Programme and





payment to suppliers and may use data to create appointments with designated suppliers on your behalf, whilst in treatment and recovery. If we do use your personal data in this way and you wish us to explain how the new purpose is compatible with the original, please contact us using the details in Part 11.

If we need to use your personal data for a purpose that is unrelated to, or incompatible with, the purpose(s) for which it was originally collected, we will inform you and explain the legal basis which allows us to do so.

In some circumstances, where permitted or required by law, we may process your personal data without your knowledge or consent. This will only be done within the bounds of the Data Protection Legislation and your legal rights.

### **How Long Will We Keep Your Personal Data?**

We will not keep your personal data for any longer than is necessary in light of the reason(s) for which it was first collected, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal data, we consider the amount, nature, and sensitivity of the personal data, the potential risk of harm from unauthorised use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal requirements.

Details of retention periods for different aspects of your personal data are available in our retention policy which you can request from us by contacting us using the details in Part 11.

In some circumstances we may anonymise your personal data (so that it can no longer be associated with you) for research or statistical purposes in which case we may use this information indefinitely without further notice to you.

### **How and Where Do We Store or Transfer Your Personal Data?**

We will store or transfer some of your personal data within the European Economic Area (the "EEA"). The EEA consists of all EU member states, plus Norway, Iceland, Liechtenstein, and UK. This means that your personal data will be fully protected under the Data Protection Legislation, GDPR, and/or to equivalent standards by law.



## Do We Share Your Personal Data?

We only share any of your personal data with third parties providing services to us to enable us to provide our services to you or to enable health, other care or safety professionals to provide assistance directly to you (or with your consent to your children).

If any personal data is transferred outside of the EEA, we will take suitable steps in order to ensure that your personal data is treated just as safely and securely as it would be within the UK and under the Data Protection Legislation, as explained above in Part 8.

If we sell, transfer, or merge parts of our business or assets, your personal data may be transferred to a third party. Any new owner of our business may continue to use your personal data in the same way(s) that we have used it, as specified in this Privacy Policy.

In some limited circumstances, we may be legally required to share certain personal data, which might include yours, if we are involved in legal proceedings or complying with legal obligations, a court order, or the instructions of a government authority.

## How Can You Access Your Personal Data?

If you want to know what personal data we have about you, you can ask us for details of that personal data and for a copy of it (where any such personal data is held). This is known as a “subject access request”.

It is best if subject access requests are made in writing and sent to the email or postal addresses shown in Part 11. To make this as easy as possible for you, a Subject Access Request Form is available for you to use. You do not have to use this form, but it is the easiest way to tell us everything we need to know to respond to your request as quickly as possible.

There is not normally any charge for a subject access request. If your request is ‘manifestly unfounded or excessive’ (for example, if you make repetitive requests) a fee may be charged to cover our administrative costs in responding.

We will respond to your subject access request within one month of receiving it. Normally, we aim to provide a complete response, including a copy of your personal data within that time. In some cases, however, particularly if your request is more complex, more time may be required up to a maximum of three months from the date we receive your request. You will be kept fully informed of our progress.

## How Do You Contact Us?

To contact us about anything to do with your personal data and data protection, including to make a subject access request, please use the following details:

Email address: [hello@helpmeangela.com](mailto:hello@helpmeangela.com)

Postal Address: 224 High Street, Beckenham BR3 1EN.



## Changes to this Privacy Notice

We may change this Privacy Notice from time to time. This may be necessary, for example, if the law changes, or if we change our business in a way that affects personal data protection.

Any changes to this policy will be made available to you by email and in our website and app. This Privacy Notice was last updated in **July 2021**.



# App Terms & Conditions

## BACKGROUND:

These Terms and Conditions, together with any and all other documents referred to herein, set out the terms of use under which you may use the help me Angela mobile application (“hmA App”).

Please read these Terms and Conditions carefully and ensure that you understand them. You will be required to read and accept these Terms and Conditions when joining our Personal Safety App. If you do not agree to comply with and be bound by these Terms and Conditions, you must stop using the hmA App immediately.

## 1. Definitions and Interpretation

In these Terms and Conditions, unless the context otherwise requires, the following expressions have the following meanings:

<b>“Access”</b>	Means access to the hmA App, purchased, or provided to you in accordance with these Terms and Conditions.
<b>“Content”</b>	Means any and all text, images, audio, video, scripts, code, software, databases and any other form of information capable of being stored on a computer that appears on, or forms part of, the hmA App.
<b>“Contract”</b>	Means the contract between us and you for the purchase and sale of our Personal Safety App inclusive of the hmA App, as explained in Clause 6.



<b>“Membership Confirmation”</b>	Means our acceptance and confirmation of your membership to our Personal Safety App.
<b>“Membership”</b>	Means a membership to our Personal Safety App required to access and use the hmA App, as detailed in Clause 4.
<b>“Order”</b>	Means your order for our Personal Safety App.
<b>“User Content”</b>	Means the information created and/or uploaded by Users in or to the hmA App.
<b>“User”</b>	Means a user of the hmA App.
<b>“We/Us/Our”</b>	Means help me Angela, a limited company registered in England under company number 12119371, whose registered address is 224 High Street, Beckenham BR3 1EN.
<b>“Version”</b>	Means the supported version approved for the hmA app. Android 10 and above and iOS 11 and above.



## 2. Information About Us

- 2.1 The hmA App is owned and operated by help me Angela, a limited company registered in England under company number 12119371, whose registered address is 224 High Street, Beckenham BR3 1EN. Our VAT number is 364996733.

## 3. Access and Changes to the HmA App

- 3.1 Access to the hmA App requires a membership to our Personal Safety App. Upon purchasing or being provided our Personal Safety App, the hmA App will be available to you for the duration of that membership and any and all subsequent renewals.
- 3.2 We may from time to time make changes to the hmA App:
  - 3.2.1 Minor changes may be required to make underlying technical alterations, for example, to fix an error or to address a security issue. We will inform you via a message in the 'my messages' folder on the main menu of any such changes (including, if applicable, anything that you need to do), however they will be unlikely to materially affect your use of the hmA App.
  - 3.2.2 Minor changes may be made to reflect changes in the law or other regulatory requirements. We will inform you with via a message in the 'my messages' folder on the main menu of any such changes (including, if applicable, anything that you need to do), however they will be unlikely to materially affect your use of the hmA App; and
  - 3.2.3 As detailed in the My Personal Safety App in the main menu of the app we will continue to develop and improve the hmA App over time, in some cases making significant changes to it. You will be kept fully informed of any and all such changes.

We will always aim to ensure that the hmA App is available at all times. In certain limited cases, however, we may need to temporarily suspend availability to make certain changes outlined under sub-Clause 3.2. Unless we are responding to an emergency or an urgent issue. We will inform you in advance of any interruptions to the availability of the hmA App.

## 4. Personal Safety App

- 4.1 A Personal Safety App is required to use the hmA App.
- 4.2 You may not become a member of our Personal Safety App if you are under 18 years of age. If you are below the legal age of 18, you may become a member if a legal guardian subscribes on your behalf and you are at least 13 years old.
- 4.3 When creating a membership to our Personal Safety App, the information you provide must be accurate and complete. If any of your information changes at a later date, it is your responsibility to ensure that your Personal Safety App is kept up to date.
- 4.4 We recommend that you choose a strong password for access to your Personal Safety App, consisting of at least 6 characters including a capital letter, number and special character. It is your responsibility to keep your password safe. You must not share your Personal Safety App with anyone else. If you believe your Personal Safety App is being used without your permission, please contact us immediately. We will not be liable for any unauthorised use of your Personal Safety App.
- 4.5 You must not use anyone else's Personal Safety App without the express permission of the user to whom the Personal Safety App belongs.



- 4.6 Any personal information provided in your Personal Safety App will be collected, used, and held in accordance with your rights and our obligations under the Data Protection Act, as set out in Clause 21.

If you wish to close and delete your Personal Safety App, you may do so at any time through the My Account folder in the main menu via the close account tab. Closing your Personal Safety App will result in the removal of your information from our system. If you have an active membership, your Personal Safety App will remain active for the duration of the remainder of the membership period you are currently in. Closing your Personal Safety App will cancel the auto-renewal of your membership where applicable. Closing your Personal Safety App will also remove any user content that you have created or uploaded from our system.

## 5. Membership, Pricing and Availability

- 5.1 We make all reasonable efforts to ensure that all general descriptions of the services available from us (specifically, the hmA App) correspond to the actual services that will be provided to you.
- 5.2 All pricing information is correct at the time of going online. We reserve the right to change prices and to add, alter, or remove special offers from time to time and as necessary.
- 5.3 All membership prices are checked by us when your purchase is processed. In the unlikely event that we have shown incorrect pricing information, we will contact you in writing before processing your purchase to ask you how you wish to proceed. We will not charge you or activate your membership until you respond. If we do not receive a response from you within 7 days, we will treat your purchase as cancelled and notify you accordingly in writing.
- 5.4 All prices include VAT.

## 6. Membership: How Contracts Are Formed

- 6.1 You will be guided through the joining process when you make a purchase, or you are provided with a membership. Before confirming a purchase and joining or being provided with a membership and joining, you will be given the opportunity to review your chosen membership and amend any errors in your order.
- 6.2 No part of the HmA App, website or any other material constitutes a contractual offer capable of acceptance. By joining you are making us a contractual offer that we may, at our sole discretion, accept. Our acceptance is indicated by us sending you a membership confirmation by email. Only once we have sent you a membership confirmation will there be a legally binding contract between us and you (“the contract”).
- 6.3 Membership confirmations contain the following information:
  - 6.3.1 Confirmation of your chosen membership including full details of the main characteristics and features of the hmA App available as part of that membership.
  - 6.3.2 Fully itemised pricing, including, where appropriate, taxes and other additional charges.
  - 6.3.3 Details of the duration of your membership including the start date and the end and/or renewal date.
- 6.4 If we do not accept or cannot process your membership purchase for any reason, no payment will be taken under normal circumstances. If we have taken payment in such circumstances, the payment will be refunded to you as soon as possible and in any event within 7 days.



- 6.5 Subject to the cancellation provisions in Clause 9, once you have confirmed your membership purchase, your membership cannot be changed until the end or renewal date of that membership.
- 6.6 By purchasing or accepting a membership, you are expressly requesting that you wish access to the HmA App to be made available to you immediately (and will be required to acknowledge this). Please be aware that we do not offer any Memberships that do not begin immediately. For more details of cancellation, please refer to Clause 9.

## 7. Payment

- 7.1 Payment for Memberships will be due at the time of purchase. Your chosen payment method will be billed immediately upon confirmation of your membership.
- 7.2 You may purchase a Paid Membership Subscription directly from help me Angela or through a third party by paying a membership subscription fee in advance, on a monthly basis or some other recurring interval disclosed to you prior to purchase.
- 7.3 help me Angela may change the price for the Paid Membership Subscription including recurring membership subscription fees, or codes, from time to time and will communicate any price changes to you in advance and, if applicable, how to accept those changes. Price changes will take effect at the start of the next membership subscription period following the date of the price change. Subject to applicable law, you accept the new price by continuing to use the help me Angela Personal Safety App after the price change takes effect. If you do not agree with a price change, you have the right to reject the change by unsubscribing from the paid membership subscription prior to the change going into effect.
- 7.4 If you purchase a Paid Membership Subscription, you authorise help me Angela to charge you automatically each month until you cancel.
- 7.5 We accept the following methods of payment:
  - 7.5.1 Visa credit and debit card.
  - 7.5.2 Mastercard credit and debit card.
  - 7.5.3 American Express (Amex).
- 7.6 We do not charge any additional fees for any of the payment methods listed above.

## 8. Cancellation

- 8.1 Consumers (but not business customers) in the European Union have a legal right to a “cooling-off” period within which distance sales contracts (including those formed online) can be cancelled for any reason. This period, if applicable, begins once a contract is formed and ends at the end of 14 calendar days after that date.
- 8.2 Please note that, as explained in sub-Clause 6.6, because access to the hmA App is made available immediately upon the purchase of a membership, the 14-day cooling-off period does not apply.
- 8.3 You may cancel at any time in the following limited circumstances, and you may be entitled to a full or partial refund for services or digital content not provided:
  - 8.3.1 We have incorrectly described the hmA App, or it is faulty (please refer to Clause 16 for more details); or
  - 8.3.2 We have informed you of an upcoming change to the hmA App or to these Terms and Conditions that you do not agree to; or





- 8.3.3 We have informed you of an error in the price or description of your membership or the hmA App and you do not wish to continue; or
- 8.3.4 There is a risk that the availability of the hmA App may be significantly delayed due to events outside of our control; or
- 8.3.5 We have breached these Terms and Conditions or have in any way failed to comply with our legal obligations to you.
- 8.4 Subject to Clause 6, non-renewing Memberships cannot be cancelled. Auto-renewing Memberships can be cancelled at any time; however (also subject to Clause 6), no refunds can be provided, and you will continue to have access to the hmA App for the duration of the remainder of the membership period you are currently in. Cancelling an auto-renewing membership only prevents it from being auto-renewed.
- 8.5 To cancel a membership for any reason, please inform us using one of the following methods:
  - 8.5.1 By message in the messages folder in the main menu of the app.
  - 8.5.2 By selecting 'Close Account' in the main menu.
  - 8.5.3 By email at [hello@helpmeangela.com](mailto:hello@helpmeangela.com)
  - 8.5.4 By post to 224 High Street, Beckenham BR3 1EN.
- 8.6 We may ask you why you have chosen to cancel your membership and may use any answers you provide to improve the hmA App in the future, however, please note that you are under no obligation to provide any details if you do not wish to.
- 8.7 Any and all refunds due to you will be made no later than 14 working days, excluding weekends and bank holidays, after the date on which we acknowledge your cancellation. Refunds will be made to your original payment method.
- 8.8 In certain limited circumstances, we may cancel your membership and/or close your Personal Safety App. If we take such action, you will be notified by email, and we will provide an explanation for the cancellation and/or closure.
  - 8.8.1 If your Personal Safety App is closed and your membership cancelled because you have breached these Terms and Conditions, you will not be entitled to a refund. If you believe we have closed your Personal Safety App and cancelled your membership in error, please contact us at [hello@helpmeangela.com](mailto:hello@helpmeangela.com)
  - 8.8.2 If your Personal Safety App is closed and/or your membership is cancelled for any other reason, you will be refunded the remaining balance of your membership if it has been purchased. The refund will be calculated based upon the price of your membership being divided by the total number of days in the membership and multiplied by the number of whole days remaining until the end of the membership (or, in the case of auto-renewing Memberships, until the renewal date). Any and all refunds due to you will be made no later than 14 calendar days after the date on which the closure and/or cancellation becomes effective. Refunds will be made to your original payment method unless you specifically request otherwise.

## 9. Our Intellectual Property Rights and Licence

- 9.1 We grant Users a limited, non-exclusive, revocable, worldwide, non-transferable licence to use the hmA App to access your Personal Safety App for personal (including research and private study) and business purposes, subject to these Terms and Conditions.
- 9.2 Subject to the licence granted to us under Clause 12, Users retain the



ownership of copyright and other intellectual property rights in their user content (subject to any third-party rights in that user content and the terms of any licence under which you use such content).

- 9.3 All other content included in the hmA App (including all user-facing material, and all underlying material such as code, software and databases) and the copyright and other intellectual property rights in that content, unless specifically labelled otherwise, belongs to or has been licensed by us. All content is protected by applicable the United Kingdom and international intellectual property laws and treaties.
- 9.4 By accepting these Terms and Conditions, you hereby undertake:
  - 9.4.1 Not to copy, download or otherwise attempt to acquire any part of the hmA App;
  - 9.4.2 Not to disassemble, decompile or otherwise reverse engineer the hmA App;
  - 9.4.3 Not to allow or facilitate any use of the hmA App that would constitute a breach of these Terms and Conditions; and
  - 9.4.4 Not to embed or otherwise distribute the hmA App on any website, FTP server or similar.

## 10. Links to HmA App

- 10.1 You may link to the hmA App is hosted provided that:
  - 10.1.1 You do so in a fair and legal manner;
  - 10.1.2 You do not do so in a manner that suggests any form of association, endorsement or approval on our part where none exists;
  - 10.1.3 You do not use any of our logos or trademarks (or any others displayed on the hmA App) without our express written permission; and
  - 10.1.4 You do not do so in a way that is calculated to damage our reputation or to take unfair advantage of it.
- 10.2 You may not link to the hmA App from any other website the content of which contains material that:
  - 10.2.1 Is sexually explicit;
  - 10.2.2 Is obscene, deliberately offensive, hateful or otherwise inflammatory;
  - 10.2.3 Promotes violence;
  - 10.2.4 Promotes or assists in any form of unlawful activity;
  - 10.2.5 Discriminates against, or is in any way defamatory of, any person, group or class of persons, race, sex, religion, nationality, disability, sexual orientation, or age;
  - 10.2.6 Is designed or is otherwise likely to threaten, harass, annoy, alarm, inconvenience, upset, or embarrass another person;
  - 10.2.7 Is calculated or is otherwise likely to deceive another person;
  - 10.2.8 Is designed or is otherwise likely to infringe (or threaten to infringe) another person's privacy;
  - 10.2.9 Misleadingly impersonates any person or otherwise misrepresents the identity or affiliation of a particular person in a way that is calculated to deceive (obvious parodies are not included in this definition provided that they do not fall within any of the other provisions of this sub-Clause 10).
  - 10.2.10 Implies any form of affiliation with us where none exists;
  - 10.2.11 Infringes, or assists in the infringement of, the intellectual property



rights (including, but not limited to, copyright, trademarks, patents and database rights) of any other party; or

10.2.12 Is made in breach of any legal duty owed to a third party including, but not limited to, contractual duties and duties of confidence.

## 11. Links to Other Content

We may provide links to other content such as websites, web apps and downloadable apps. Unless expressly stated, this content is not under our control. We neither assume or accept responsibility or liability for such third-party content. The provision of a link by us is for reference only and does not imply any endorsement of the linked content or of those in control of it.

## 12. Acceptable Usage Policy

12.1 You may only use the hmA App in a manner that is lawful and that complies with the provisions of this Clause. Specifically:

12.1.1 You must ensure that you comply fully with any and all applicable local, national and international laws and/or regulations;

12.1.2 You must not use the hmA App in any way, or for any purpose, that is unlawful or fraudulent;

12.1.3 You must not use the hmA App to knowingly send, upload, or in any other way transmit data that contains any form of virus or other malware, or any other code designed to adversely affect computer hardware, software or any data of any kind; and

12.1.4 You must not use the hmA App in any way, or for any purpose, that is intended to harm any person or persons in any way.

## 13. Advertising

13.1 We may feature advertising within the hmA App and we reserve the right to display advertising on the same page as any user content.

13.2 You agree that you will not attempt to remove or hide any advertising using HTML/CSS or by any other method.

13.3 We are not responsible for the content of any advertising in the hmA App.

## 14. Problems with HmA App and Consumers' Legal Rights

14.1 If you have any questions or complaints regarding the hmA App, please email us at [hello@helpmeangela.com](mailto:hello@helpmeangela.com)

14.2 If you are a consumer, you have certain legal rights under the Consumer Rights Act 2015 that may apply to the hmA App:

14.2.1 Any digital content provided by us must be as described, fit for purpose, and of satisfactory quality. If digital content is faulty, you may be entitled to a repair or replacement. If a fault cannot be remedied or has not been remedied within a reasonable time and without significant inconvenience to you, you may be entitled to a full or partial refund. If, as a result of our failure to exercise reasonable care and skill, any digital content of which HmA App is comprised (that is not user content) damages your device or other digital content belonging to you, you may be entitled

to a repair or compensation.

14.2.2 Any services provided by us must be provided with reasonable care and skill and in compliance with information provided by us. If we fail to do so, you may be entitled to require us to repeat or otherwise fix the problem or, if we cannot provide such a remedy, a full or partial refund.

14.2.3 For more details concerning your rights and remedies as a consumer, please contact your local Citizens Advice Bureau or Trading Standards Office.

## 15. Disclaimers

15.1 No part of the hmA App or any accompanying documentation (whether provided in electronic form or otherwise) constitutes advice on which you should rely and is provided for general information purposes only.

15.2 Subject to your legal rights if you are a consumer (as summarised above in Clause 14), insofar as is permitted by law, we make no representation, warranty, or guarantee that the hmA App will meet your requirements, that it will be fit for a particular purpose, that it will not infringe the rights of third parties, that it will be compatible with all software and hardware, or that it will be secure.

15.3 We make reasonable efforts to ensure that the content contained within the hmA App is complete, accurate and up to date. We do not, however, make representations, warranties or guarantees (whether express or implied) that the hmA App (and the content therein) is complete, accurate or up to date.

15.4 We are not responsible for the content or accuracy, or for any opinions, views, or values expressed in any user content created or uploaded using the hmA App. Any such opinions, views, or values are those of the relevant user, and do not reflect our opinions, views, or values in any way.

## 16. Our Liability

16.1 If you are a consumer, we will be liable to you for any foreseeable loss or damage that is caused by us as a result of our breach of these Terms and Conditions or our failure to exercise reasonable care and skill. Loss or damage is foreseeable if it is either obvious that it will occur or was contemplated by you and us when the contract between us was formed.

16.2 If you are a business, to the fullest extent permissible by law, we accept no liability for any foreseeable loss in contract, tort (including negligence), for breach of statutory duty, or otherwise arising out of or in connection with the use of (or inability to use) the hmA App or the use of or reliance upon any content (whether that content is provided by us or whether it is user content) included in the hmA App to the fullest extent permissible by law, we accept no liability to consumers or businesses for loss or damage that is not foreseeable.

16.3 To the fullest extent permissible by law, we exclude all representations, warranties, and guarantees (whether express or implied) that may apply to the hmA App or any content (including user content) included in the hmA App.

16.4 If you are a business, we accept no liability for loss of profits, sales, business or revenue; loss of business opportunity, goodwill or reputation; loss of anticipated savings; business interruption; or for any indirect or consequential loss or damage.

16.5 We exercise all reasonable skill and care to ensure that the hmA App is free from viruses and other malware. Subject to sub-Clause 14.2.1, we



accept no liability for any loss or damage resulting from a virus or other malware, a distributed denial of service attack, or other harmful material that may adversely affect your hardware, software, data or other material that occurs as a result of your use of the hmA App including the downloading of any content (including user content) from it or any other website or service that we may provide a link to.

- 16.6 We neither assume nor accept responsibility or liability arising out of any disruption or non-availability of the hmA App resulting from external causes including, but not limited to, ISP equipment failure, host equipment failure, communications network failure, natural events, acts of war, or legal restrictions and censorship.
- 16.7 Nothing in these Terms and Conditions excludes or restricts Our liability in any situation where it would be unlawful for us to do so including fraud or fraudulent misrepresentation, for death or personal injury resulting from negligence, or for any other forms of liability which cannot be excluded or restricted by law. For full details of applicable consumers' legal rights, including those relating to digital content, please contact your local Citizens' Advice Bureau or Trading Standards Office.

## 17. Viruses, Malware and Security

- 17.1 We exercise all reasonable skill and care to ensure that the hmA App is secure and free from viruses and other malware including, but not limited to, the scanning of any and all user content for viruses and malware as it is uploaded. We do not, however, guarantee that the hmA App is secure or free from viruses or other malware and accept no liability in respect of the same, as detailed in sub-Clause 16.6.
- 17.2 You are responsible for protecting your hardware, software, data and other material from viruses, malware and other internet security risks.
- 17.3 You must not deliberately introduce viruses or other malware, or any other material which is malicious or technologically harmful either to or via the hmA App. You must not attempt to gain unauthorised access to any part of the hmA App, the server on which the hmA App is stored, or any other server, computer, or database connected to the hmA App.
- 17.4 You must not attach the hmA App by means of a denial-of-service attack, a distributed denial of service attack, or by any other means.
- 17.5 By breaching the provisions of sub-Clauses 17.3 to 17.5 you may be committing a criminal offence under the Computer Misuse Act 1990. Any and all such breaches will be reported to the relevant law enforcement authorities, and we will cooperate fully with those authorities by disclosing your identity to them. Your right to use the hmA App will cease immediately in the event of such a breach and, where applicable, your Personal Safety App will be suspended and/or deleted.

## 18. Privacy and Cookies

The Use of the hmA App is also governed by our Privacy Policy and Terms available in page 3 of this booklet or in the My Account folder in the Main Menu on the Privacy and Terms tab.

## 19. Data Protection

We will only use your personal information as set out in our Privacy Policy and Terms available on page 3 of this booklet or in the My Account folder in the Main Menu on the Privacy and Terms tab.



## 20. Communications from Us

- 20.1 If you have a Personal Safety App, we may from time to time send you important notices by email. Such notices may relate to matters including, but not limited to, service changes, changes to these Terms and Conditions, changes to the hmA App, and changes to your Personal Safety App.
- 20.2 We will never send you marketing emails of any kind without your express consent. If you do give such consent, you may opt-out at any time. Any and all marketing emails sent by us include an unsubscribe link. If you opt-out of receiving emails from us at any time, it may take up to 7 business days for us to comply with your request. During that time, you may continue to receive emails from us
- 20.3 For questions or complaints about email communications from us (including, but not limited to, marketing emails), please contact us at [hello@helpmeangela.com](mailto:hello@helpmeangela.com) or in the messages tab in the My Account folder on the main menu of the hmA App.

## 21. Other Important Terms

- 21.1 We may transfer (assign) our obligations and rights under these Terms and Conditions (and under the contract, as applicable) to a third party (this may happen, for example, if we sell our business). If this occurs, you will be informed by us in writing. Your rights under these Terms and Conditions will not be affected and our obligations under these Terms and Conditions will be transferred to the third party who will remain bound by them.
- 21.2 You may not transfer (assign) your obligations and rights under these Terms and Conditions (and under the contract, as applicable) without our express written permission.
- 21.3 The contract is between you and us. It is not intended to benefit any other person or third party in any way and no such person or party will be entitled to enforce any provision of these Terms and Conditions.
- 21.4 If any of the provisions of these Terms and Conditions are found to be unlawful, invalid or otherwise unenforceable by any court or other authority, that / those provision(s) shall be deemed severed from the remainder of these Terms and Conditions. The remainder of these Terms and Conditions shall be valid and enforceable.
- 21.5 No failure or delay by us in exercising any of our rights under these Terms and Conditions means that we have waived that right, and no waiver by us of a breach of any provision of these Terms and Conditions means that we will waive any subsequent breach of the same or any other provision.

## 22. Changes to these Terms and Conditions

- 22.1 We may alter these Terms and Conditions at any time. Any such changes will become binding on you upon your first use of the hmA App after the changes have been implemented. You are therefore advised to check this page from time to time.
- 22.2 In the event of any conflict between the current version of these Terms and Conditions and any previous version(s), the provisions current and in effect shall prevail unless it is expressly stated otherwise.





## 23. Contacting Us

- 23.1 Please contact us at [hello@helpmeangela.com](mailto:hello@helpmeangela.com) or by messages by clicking on the main menu “My Messages” on the hmA App.

## 24. Law and Jurisdiction

- 24.1 These Terms and Conditions, the contract, and the relationship between you and us (whether contractual or otherwise) shall be governed by and construed in accordance with the law of England & Wales, Northern Ireland and Scotland.
- 24.2 If you are a consumer, you will benefit from any mandatory provisions of the law in your country of residence. Nothing in Sub-Clause 24.4 and above takes away or reduces your rights as a consumer to rely on those provisions.
- 24.3 If you are a consumer, any dispute, controversy, proceedings or claim between you and us relating to these Terms and Conditions, the contract, or the relationship between you and us (whether contractual or otherwise) shall be subject to the jurisdiction of the courts of England, Wales, Scotland, or Northern Ireland, as determined by your residency.
- 24.4 If you are a business, any disputes concerning these Terms and Conditions, the relationship between you and us, or any matters arising therefrom or associated therewith (whether contractual or otherwise) shall be subject to the exclusive jurisdiction of the courts of England & Wales, Northern Ireland, and Scotland.



# Personal Safety Permissions Terms

## BACKGROUND:

These Personal Safety Permissions are part of the help me Angela Privacy and Terms in your help me Angela person safety programme.

They are designed to allow help me Angela to provide you with help and assistance in relation to your personal safety.

These Personal Safety Permissions will only be used where a help me Angela Personal Safety Specialist deems it necessary to provide you with assistance and they believe your personal safety is at risk.

## PERSONAL SAFETY PERMISSIONS:

### Notifications

- ⦿ help me Angela will send you notifications of major incidents and other incidents where we believe your personal safety could be at risk and we would like to advise you of the situation for you to consider.
- ⦿ We may provide you with real safety advice and guidance in relation to incidents we notify.
- ⦿ Notifications will be via the operating system on your device i.e., Apple IOS and Google Android.
- ⦿ We may also notify you via an in-App message via the My Messages folder in the main menu of hmA App.
- ⦿ A notification may also be delivered via a safety alert on the main screen of the hmA App (these are detailed in the safety alert section below)
- ⦿ We may also provide a notification via SMS.
- ⦿ We may also contact you by phone on the mobile phone number associated with your Personal Safety App.
- ⦿ We may also email you to the email registered on your Personal Safety App.





Please ensure you select the notifications you would like us to send you. You will find these in the notifications tab in the My Account folder in the Main Menu, they include:

- 🕒 Notify me on the App.
- 🕒 Notify me via text message (SMS).
- 🕒 Notify me via email.

Please choose the types of notifications you would like to receive, you will find these in notifications tab in the My Account folder in the Main Menu, they include:

- 🕒 Safety Alerts.
- 🕒 New Messages.
- 🕒 Updates if I am on an Incident plan.

In addition, please ensure your mobile phone is enabled to ring for unknown numbers as when our personal safety specialists call you, this will be displayed as 'No Caller ID'.

If you have this setting on, you can turn this off in your phone's settings menu – just look for the "Silence Unknown Callers" for iOS or "Block Unknown Callers" for Android

## 'Follow Me' Feature

- 🕒 When using the 'Follow Me' feature, you must comply with the following:
  1. Your battery is at least 50% charged or you have a portable charger able to improve your battery charge to at least 50% for your journey.
  2. If safe to do so, you must let us know that you are ok by pressing 'I'm Ok' whilst you are on your journey.
  3. You must tell us when you have arrived at your Follow Me destination by pressing the 'Arrived' button.
- 🕒 Emergency Safety Protocols:
  1. At any time on your journey, you can shake (coming soon) your phone or press the 'Help Me' button for assistance. You can also send us an urgent message via the 'My Messages' page from the main menu.
  2. If you fail to notify us of your arrival at your chosen destination, and we subsequently lose contact with you, we will assume that your personal safety has been compromised and will activate our Emergency Safety Protocols (see point 3).
  3. Emergency Safety Protocols:

\*Note, these are our standard Emergency Safety Protocols. Therefore, the order of the below protocols may change based on your unique circumstances and the evidence we have access to at any given moment.

- a. We will initially send you an 'Are you ok' message.
- b. If you fail to respond within 30 seconds by either pressing the 'I'm Ok' or 'Arrived' button, we will send you a second message.
- c. If you do not respond to this within 30 seconds, we will then attempt to contact you on two further occasions.
- d. If you fail to respond and we suspect that you are in immediate danger, we will escalate the matter to the Emergency Services.
- e. If, however, there is no evidence to suggest you are in any danger, we will contact your Emergency Contact and liaise with them directly.
- f. If neither help me Angela and/or your Emergency Contact can reach you, we will discuss the option of whether or not we escalate the matter to 999 with them.
- g. If we are unable to make contact with your emergency contact, based on the evidence/intelligence available to us, we will make the final decision as to whether or not we escalate the matter further.

If during your 'Follow Me' journey, we have evidence to suspect you are in immediate danger, or that your safety has been compromised, we will escalate the matter to 999 straight away.

Please note – we take your personal safety and our Emergency Safety Protocols very seriously, so you must comply with these terms. The 999 Emergency Services take escalations from help me Angela extremely seriously, and there may be penalties for misuse, which will be dealt with on a case-by-case basis.

Complying with the above Follow Me Terms means that help me Angela will be able to do everything they can to help you if your personal safety is compromised.

### **Permission to escalate to 999**

- ☉ You are giving us permission to escalate any situation to 999 where we believe your safety has been compromised or you are in immediate danger.
- ☉ These situations include:
  - ☉ When you tell us, you require the services of any of the emergency services including the Police, Ambulance and/or Fire Brigade.
  - ☉ When we are unable to speak with you or contact you and we determine the situation requires escalation to 999.

### **Emergency Contact and Guardian Contact**

- ☉ You are giving us permission to contact your emergency contact or guardian in certain situations, these include:



- When we are unable to contact you as a result of a Follow Me activation where you have not advised us that you are ok or that you have arrived at your destination.
- When you have been in an accident or incident.
- When you have asked us to contact your emergency contact.

## Other

- You are giving us permission to allow your personal safety app to keep working when it is closed and or when your device screen is on lock.
- You are giving us permission to maintain the messages you have submitted in the 'my messages' function from the main menu even if you have deleted or closed a message from the hmA App. We will only do this where we deem it necessary to keep the messages for future use. We will only use these messages with your permission. You can request access to these messages and request for them to be deleted anytime in accordance with our privacy policy.



# Personal Safety App

Please take the time to read this booklet as it contains important information about your **help me Angela** Personal Safety App. It is also available in large print, audio and braille – please contact us at [hello@helpmeangela.com](mailto:hello@helpmeangela.com) if you require an alternative format.

Your help me Angela Personal Safety App provides you with a range of safety features and services to help keep you safe and give peace of mind that help and support are never far away.

We also include a unique Incident Recovery Programme as part of your Personal Safety App. This will provide you with physical, emotional, and financial assistance in the event that you are a victim of a personal assault.

Key features of the Personal Safety App are:

## 📱 App

The app gives you access to the **help me Angela** Personal Safety App and all of the features and assistance that come with it.

## 📱 Help button, shake and motion detection Safety Alert (coming soon)

Once the hMA App is downloaded on your phone, you can press the help button or shake (coming soon) your phone at any time to send a Safety Alert to help me Angela's Personal Safety Specialists. Upon receipt of your Safety Alert, we will attempt to contact you and where possible provide you with assistance. If necessary and with your permission, our Personal Safety Specialists will liaise with the emergency services on your behalf. Where appropriate, they can help you seek urgent help or provide you with safety advice and guidance.

## 📱 Follow Me Tracking

This is an optional setting within the hMA App that will allow **help me Angela's** personal safety specialists and your nominated guardians to track you on a specified journey.

## 📱 Access to help me Angela's Emergency Assistance Team

you can contact **help me Angela's** personal safety specialists at any time by messaging on the hMA App or via our website.

Remember we're here for you 24 hours a day, 365 days a year.

## 📱 help me Angela localised Safety Alerts

you will receive safety alerts on the hMA App which will advise of any critical incidents in your vicinity that you need to be aware of, including details of the level of risk, the location and any relevant safety advice and guidance.

## 📱 help me Angela Member Alerts

you can alert **help me Angela** of any incidents in your immediate vicinity via the hMA app. The personal safety specialists will assess the incident and then, if necessary, alert other members by issuing a Safety Alert.



## 📍 help me Angela Incident Recovery Programme (if selected)

if you are a victim of a personal assault then through our Incident Recovery Programme, we can provide you with physical and emotional support.

We also provide a level of financial assistance aimed at contributing towards any costs or additional expenses that you may incur following the personal assault as part of the Incident Recovery Programme.

## GETTING STARTED:

Your personal safety is our number one priority. Please ensure you do the following once you have joined or been provided access to a help me Angela Personal Safety App:

- 📍 Download the hmA app.
- 📍 Activate your Personal Safety App.
- 📍 Watch the 'welcome to help me Angela' videos in the my Personal Safety App folder in the main menu.
- 📍 Watch the 'how help me Angela works' videos in the my Personal Safety App folder in the main menu.
- 📍 Set up your member profile.
- 📍 Add your emergency contact.
- 📍 Ensure you activate the settings in accordance with your safety preferences – these can be found in the My Account folder from the main menu in the settings, notifications, and privacy tabs.
- 📍 Always charge your mobile phone's battery and keep the phone connected to the GSM network and/or Wi-Fi network.
- 📍 Immediately respond to messages and phone calls from help me Angela.
- 📍 Press the help button in the app or shake (coming soon) your phone if you need assistance or feel in danger.
- 📍 If you are ever in danger, always call 999 in the first instance.



## IMPORTANT ADVICE

If you have been the victim of a personal assault, please follow the advice below as soon as possible:

- ☎ Dial 999 and seek assistance from the emergency services.
- ☎ If you are hurt, go to your nearest NHS facility: Accident & Emergency Department, Urgent Care Centre, Walk-In Centre, or GP.
- ☎ Report the incident to the Police as soon as you can do so.
- ☎ Make contact with help me Angela by pressing the help button on the hMA App.

## INCIDENT RECOVERY PROGRAMME (if selected)

- ☎ The Incident Recovery Programme is included for members of the **help me Angela** personal safety community with an active membership subscription to the “App + Recovery” option of help me Angela’s Personal Safety App.
- ☎ The assistance and financial limits that apply to your membership level are shown on page 35 of this booklet.

### What we provide financial assistance for under the Incident Recovery Programme (if selected)

#### ☎ All Therapies

Any relevant physical and mental therapy recommended by your GP.

#### ☎ Counselling

Any relevant counselling recommended by your GP.

#### ☎ Dental Treatment Costs

Dental treatment required to alleviate pain or to repair any damage done during the incident.

#### ☎ Emergency Accommodation

Accommodation required to ensure your safety as a result of an incident.



## **🕒 Family Expenses**

Help with costs and expenses incurred by members of your family (parent, brother, sister, partner, spouse or child) to travel and stay with you to provide assistance, care and support, or if they need to be with you as a result of an incident.

## **🕒 Lock & Key Replacement**

The cost of gaining access to your own accommodation and subsequent cost of replacing any locks or keys lost or damaged if your access has been compromised as a result of the incident.

## **🕒 Replacement of lost, stolen, or damaged Personal Effects**

The cost of replacing or repairing any of your personal items lost, stolen or damaged during an incident.

## **🕒 Confidence Support Programme**

The cost of enrolling in and attending a confidence course, or the cost of purchasing any online course material that will assist you in regaining your confidence that has been damaged as a result of the incident.

## **🕒 Help with any additional costs incurred should you suffer a burn, or broken bone\*\***

If, for example, you cannot drive because of a first or second degree burn or a minor or major fracture caused during the personal assault and need to pay extra travel costs, buy extra medical supplies, or get help in your home.

Please note: A major fracture is a break of any bone forming part of the arm, ankle, back, skull, hip, leg, jaw, neck, pelvis, shoulder, or wrist. A minor fracture is a break of any bone not listed as a major fracture; however, it does not include a fracture of the nose.

## **🕒 Help with additional costs incurred in being away from home whilst in hospital\*\***

Additional living, transport, or communication costs that you incur as a result of being an in-patient at a hospital with injuries sustained in the personal assault.

## **🕒 Help with costs towards cosmetic scar repair\*\***

A contribution towards the cost of any cosmetic surgery to remove/improve the appearance of scars which cannot be carried out by the NHS. The scar must be the result of injuries sustained during the personal assault.



⦿ **Help with costs towards resolving any identity theft issues arising from the loss or theft of any personal payment/reward/loyalty/membership card or identification document\*\***

If, after an assault, you lose documents, and someone uses your identity for fraud/illegal purposes then help me Angela will provide advice and guidance on how to resolve any identity theft issues and assist with any costs that you may incur in getting the matter resolved.

\*\* help towards costs will be provided at [help me Angela's](#) discretion, according to individual circumstances.

**What we do not provide financial assistance for under the Incident Recovery Programme**

- ⦿ Any condition or circumstance that has occurred other than that from the event that has been reported to the Police and detailed in the crime report.
- ⦿ Any condition or circumstance that has occurred other than that from the event that has been reported to your registered GP and detailed in a treatment recommendation.
- ⦿ Any self-harm or incidents by persons known to you with a view to creating a false or fraudulent request or situation.
- ⦿ Any circumstance where you have been under the influence of alcohol or drugs and has been proven to have instigated or created the incident for which assistance and incident assistance have been requested.
- ⦿ Any circumstances that have occurred prior to you subscribing to help me Angela's Personal Safety App.
- ⦿ Any circumstances arising from participation in war.





## How to access your Incident Recovery Programme and how your request will be dealt with

- To access the Incident Recovery Programme if you have been a victim of a personal assault, notify the help me Angela Personal Safety Specialist Team at your earliest convenience.
- You can contact them via the App or website and can also request a call back via the messaging feature in the main menu of the App in the 'My Messages' folder.
- When you first report the incident to the help me Angela Personal Safety Specialists a case will be opened and handled by our case management team and a Case Identification Number assigned.
- Prior to us providing you access to the Incident Recovery Programme we will need you to provide us with the following:
  1. crime reference number from your Police report of the incident.
  2. A medical report from the NHS medical facility where you were treated following the incident.
  3. A treatment/rehabilitation report from your GP or the NHS medical facility where you were treated that recommends treatment options based on the injuries you sustained in the personal assault.
- If you don't have these documents, we can help you file a Police report and seek medical assistance at an NHS Hospital or medical facility.
- You will be asked to email your treatment recommendation and any other information/documents required to [assistance@recovery.helpmeangela.com](mailto:assistance@recovery.helpmeangela.com).
- Based on the treatment/rehabilitation report, our case management team will agree which elements of your Incident Recovery Programme are needed and they will approve these for you.
- Our case management team will organise and pay for the treatment/rehabilitation elements of your Incident Recovery Programme that are approved for you.
- We will also provide you with the instructions on how to access the non-treatment/rehabilitation elements of your Incident Recovery Programme such as repairing or replacing personal items that are damaged, lock and key replacement, emergency accommodation, family expenses, legal advice if your ID is stolen, and enrolling in a confidence support programme.
- If we agree to replace any of your lost or damaged personal effects we will provide you with vouchers for a suitable High Street or Online Retailer where replacement items can be purchased using the once you have provided the case management team with the details of the items that have been lost or damaged.



## OTHER IMPORTANT INFORMATION

**Please read and understand the following which relate to your Personal Safety App and also the Incident Recovery Programme**

- ⦿ You may be denied access to the support of the Incident Recovery Programme or asked to repay any financial assistance you have received, if it is proven you were the instigator of a crime and or you have provided false information to the Police or NHS.
- ⦿ Without a crime reference number, GP treatment/rehabilitation report and an NHS medical report you will not be able to access all elements of your Incident Recovery Programme.
- ⦿ You must take reasonable care to provide complete and accurate answers to any questions that we may ask when you take out membership of our Personal Safety App, make any changes and request access to your level of cover, or when you access the Incident Recovery Programme.
- ⦿ In the event that help me Angela withdraws this Incident Recovery Programme we will give you 30 days written notice.
- ⦿ If you wish to cancel your Personal Safety App membership subscription, or update your details please press the help button in the app, shake your phone (coming soon) or go to the My Account folder in the main menu of your help me Angela app. There you will find instructions on how to do this, alternatively you can email us at [Accounts@helpmeangela.com](mailto:Accounts@helpmeangela.com)
- ⦿ Calls may be monitored and/or recorded to help us improve our service, products, training, your experience and for both our protection.
- ⦿ help me Angela reserves the right to withdraw your Personal Safety App including your Incident Recovery Programme if, in its opinion, you attempt to misuse or abuse it.



	Summary	App + Recovery
	<b>1. Personal Safety App</b>	
1	Access to the help me Angela App	Y
2	Real Person Emergency Assistance from our 24/7 Guardian Angels	Y
3	Real Time Safety Alerts	Y
4	Follow me feature	Y
5	Personal Safety Awareness and Education	Y
	<b>2. Incident Support</b>	
8	Post incident assessment & incident recovery plan	Y
9	Stalking Advice	Y
10	Legal Advice	Y
	<b>3. Incident Recovery Programme</b>	<b>Maximum Limit Applicable</b>
11	All Therapies	£1,000
12	Counselling	£1,000
13	Dental Treatment Costs	£500
14	Emergency Accommodation	£1,000
15	Family Expenses	£1,500
16	Lock & Key Replacement	£500
17	Replacement of lost, stolen or damaged personal effects	£500
18	Confidence Support Programme	£1,000
19	Help with costs towards cosmetic scar repair**	£500
20	Help with costs towards resolving Identity Theft issues**	£300
19	Additional living costs for 1st degree burns**	£1,000
20	Additional living costs for 2nd degree burns**	£500
21	Additional living costs for broken bones - major fracture**	£750
22	Additional Living costs for broken bones - minor fracture**	£250
23	Additional Living costs while in Hospital**	£500
	** help towards costs will be provided at <b>help me Angela's</b> discretion, according to individual circumstances	
	<b>Please note:</b> A major fracture is a break of any bone forming part of the arm, ankle, back, skull, hip, leg, jaw, neck, pelvis, shoulder, or wrist. A minor fracture is a break of any bone not listed as a major fracture; however, it does not include a fracture of the nose.	
	<b>Please note:</b> Once help me Angela have paid up to these limits for any specific circumstance or incident then there is no guarantee of any further financial assistance being paid.	

# Cookies Policy

## 1. Introduction

- Our website uses cookies.
- We will ask you to consent to our use of cookies when you first visit our website.
- You have the right to choose whether or not to accept cookies. However, they are an important part of how our services work, so you should be aware that if you choose to refuse or remove cookies, this could affect the availability and functionality of the Services.

## 2. About cookies

- A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server.
- Cookies may be either "persistent" cookies or "session" cookies: a persistent cookie will be stored by a web browser and will remain valid until its set expiry date, unless deleted by the user before the expiry date; a session cookie, on the other hand, will expire at the end of the user session, when the web browser is closed.
- Cookies may not contain any information that personally identifies a user, but personal data that we store about you may be linked to the information stored in and obtained from cookies.

## 3. Cookies we use.

- Strictly Necessary** - These cookies (including local storage and similar technologies) are essential to enable your use of the site or services, such as assisting with your account login, so we can show you the appropriate experience and features such as your account information, service history, and to edit your account settings. They may also provide authentication, and site security.
- Site features and Services** - These provide functionality that help us deliver products and Services. For example, cookies help you log in by pre-filling fields. We may also use cookies and similar technologies to help us provide you and others with social plugins and other customized content and experiences, such as making suggestions to you and others.
- Analytics, performance, and research** - These are used to understand, improve, and research products and Services, including when you access related websites and apps from a computer or mobile device. For example, we may use cookies to understand how you are using site features, and segmenting audiences for feature testing. We and our partners may use these technologies and the information we receive to improve and understand how you use websites, apps, products, services, and ads.
- Advertising**



#### 4. Cookies used by our service providers.

- ② Our service providers use cookies, and those cookies may be stored on your computer when you visit our website.
- ② To find out our specific service providers, their service purpose and privacy policy, this lists the companies that use cookies and other technologies on our platform. From time to time, we may change the companies we work with to provide our platform. Please see below:

#### ANALYTICS

- ② **Google Analytics for Firebase**  
**Categories of Data:** Device identifiers to collect and store information such as number of sessions per user, session duration, operating system, device models, geography, firstlaunches, and app updates.  
**Privacy Policy:** <https://policies.google.com/technologies/partner-sites>
- ② **ADVERTISING MEASUREMENT**  
**Adbrix Original**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** [http://www.igaworks.com/privacy?tf\\_lang=en](http://www.igaworks.com/privacy?tf_lang=en)
- ② **Adform**  
**Categories of Data:** IP address, User Agent, Cookie  
**Privacy Policy:** <https://site.adform.com/privacy-center/platform-privacy/product-and-services-privacy-policy/>
- ② **Adjust**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** <https://www.adjust.com/terms/privacy-policy/>
- ② **AppMetrica**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** <https://appmetrica.yandex.com/about/privacy-policy>
- ② **AppsFlyer**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** [https://www.appsflyer.com/services-privacy-policy/?utm\\_source=google](https://www.appsflyer.com/services-privacy-policy/?utm_source=google)
- ② **Branch**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** <https://branch.io/policies/#privacy>



- ⦿ **DoubleClick**  
**Categories of Data:** IP address, User Agent, Cookie  
**Privacy Policy:** <https://policies.google.com/privacy?hl=en-US>
  
- ⦿ **FlashTalking**  
**Categories of Data:** IP address, User Agent, Cookie  
**Privacy Policy:** <https://www.flashtalking.com/privacypolicy>
  
- ⦿ **Kantar**  
**Categories of Data:** IP address, User Agent, Cookie  
**Privacy Policy:** <https://www.kantarmedia.com/uk/privacy-statement>
  
- ⦿ **Kochava**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** <https://www.kochava.com/support-privacy/>
  
- ⦿ **Moat by Oracle**  
**Categories of Data:** IP address, User Agent,  
**Privacy Policy:** <https://www.oracle.com/legal/privacy/>
  
- ⦿ **myTracker**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** <https://tracker.my.com/legal/privacy-policy>
  
- ⦿ **Nielsen**  
**Categories of Data:** IP address, User Agent,  
**Privacy Policy:** <https://www.nielsen.com/uk/en/legal/privacy-statement/digital-measurement/>
  
- ⦿ **Singular**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** <https://www.singular.net/privacy-policy/>
  
- ⦿ **Sizmek**  
**Categories of Data:** IP address, User Agent, Cookie  
**Privacy Policy:** <https://www.sizmek.com/privacy-policy/>
  
- ⦿ **Tenjin**  
**Categories of Data:** IDFA / GAID, IP address, User Agent  
**Privacy Policy:** <https://www.tenjin.io/privacy/>



## LOG IN/SHARE

- ② **Apple**  
**Categories of Data:** Login event  
**Privacy Policy:** <https://www.apple.com/legal/privacy/en-ww/>
  
- ② **Facebook**  
**Categories of Data:** Login/share event  
**Privacy Policy:** <https://en-gb.facebook.com/policy.php>
  
- ② **Twitter**  
**Categories of Data:** Login/share event  
**Privacy Policy:** <https://twitter.com/en/privacy>

## OTHERS

- ② **Google Firebase Cloud Messaging**  
**Categories of Data/Purpose:** Collects Instance IDs to determine which device to send a message to  
**Privacy Policy:** <https://policies.google.com/technologies/partner-sites>
  
- ② **Google Pay**  
**Categories of Data/Purpose:** We use third-party services for payment processing.  
We will not store or collect your card details. Information is provided directly to our third-party payment processors who use your information in accordance with their Privacy Policy.  
**Privacy Policy:** [https://payments.google.com/payments/apis-secure/u/0/get\\_legal\\_document?ldo=0&ldt=privacynotice&ldl=en-GB](https://payments.google.com/payments/apis-secure/u/0/get_legal_document?ldo=0&ldt=privacynotice&ldl=en-GB)
  
- ② **Apple Pay**  
**Categories of Data/Purpose:** We will not store or collect your card details. Information is provided directly to our third-party payment processors who use your information in accordance with their Privacy Policy.  
**Privacy Policy:** <https://support.apple.com/en-us/HT210665>



## 5. Managing cookies

Most browsers allow you to refuse to accept cookies and to delete cookies. The methods for doing so vary from browser to browser, and from version to version. You can however obtain up-to-date information about blocking and deleting cookies via these links:

- 🔗 **CHROME** - <https://support.google.com/chrome/answer/95647>
- 🔗 **FIREFOX** - <https://support.mozilla.org/en-US/kb/enable-and-disable-cookies-website-preferences>
- 🔗 **OPERA** - <https://help.opera.com/en/latest/security-and-privacy/>
- 🔗 **INTERNET EXPLORER** - <https://support.microsoft.com/en-gb/help/17442/windows-internet-explorer-delete-manage-cookies>
- 🔗 **SAFARI** - <https://support.apple.com/en-gb/guide/safari/manage-cookies-and-website-data-sfri11471/mac>
- 🔗 **EDGE** - <https://privacy.microsoft.com/en-us/windows-10-microsoft-edge-and-privacy>
- 🔗 Blocking all cookies will have a negative impact upon the usability of many websites.
- 🔗 If you block cookies, you will not be able to use all the features on our website.

## 6. Cookies preferences

You can manage your preferences, opt in or out, to the use of cookies on our website by contacting our Data Protection Officer. Please see details in Section 1, Privacy Policy.

