

PRIVACY POLICY

Effective date: 17 September 2026

1. About us

InToday LTD ("InToday", "we", "us" or "our") provides an online workplace visibility platform that enables organisations and their teams to indicate and view where team members are working, including whether they are in the office, working remotely or away.

InToday LTD is a company registered in England and Wales under company number **17319683**.

Our registered office is:

InToday LTD
167–169 Great Portland Street
5th Floor
London
United Kingdom
W1W 5PF

ICO REF: **ZC251330**

For privacy enquiries, contact us at hello@intoday.ai.

2. Our role under data protection law

The role we have under UK data protection law depends on how personal information is being processed.

When an organisation uses InToday to manage workplace information about its employees, workers, contractors or other personnel, that organisation will generally determine why that information is processed and will normally act as the **data controller**. InToday will generally process that information on the organisation's behalf as a **data processor**.

InToday separately acts as a data controller for personal information that we process for our own business purposes, including customer account administration, subscriptions, billing, enquiries, website operation, security and communications.

3. Information we collect

Depending on how you interact with InToday, we may process:

- your name and work email address;

- your employer or organisation;
- team, department or role information where provided;
- account identifiers and authentication information;
- workplace status information, such as In Office, Remote or Away;
- dates associated with workplace statuses;
- workspace and account administration information;
- subscription, transaction and billing information;
- communications and customer-support enquiries;
- IP address, browser, device and security information;
- website and service usage information; and
- cookie and similar technology information where applicable.

Payment information may be processed directly by our payment service providers rather than being stored by InToday.

4. Information InToday is not designed to collect

InToday is designed as a workplace visibility and coordination service. It is not designed as an employee surveillance, timekeeping or productivity-monitoring system.

The core service does not require precise GPS tracking, continuous location monitoring, medical information, reasons for sickness absence, payroll information or detailed HR records.

Customers and users should not enter unnecessary sensitive or special-category personal information into InToday.

5. How we use personal information

Where InToday acts as a controller, we may use personal information to:

- provide and operate InToday;
- create and administer accounts and workspaces;
- authenticate users;
- manage subscriptions and payments;
- communicate about accounts and the service;
- provide customer support;
- maintain the security and integrity of the service;
- diagnose faults and improve InToday;
- prevent misuse, fraud and security incidents;
- maintain appropriate business, accounting and transaction records;
- comply with legal and regulatory requirements; and
- send marketing communications where permitted by law.

Depending on the circumstances, our lawful bases may include performance of a contract, compliance with a legal obligation, our legitimate interests and consent where consent is required.

Where InToday acts as a processor, the relevant customer is responsible for determining the lawful basis for processing information about its personnel.

6. Workplace information and visibility

InToday's purpose is to help teams understand workplace availability, including who is expected to be in the office, working remotely or away and when colleagues are next expected to be in the office.

Workplace status information may therefore be visible to other authorised users within the same organisation's InToday workspace.

The organisation using InToday is responsible for deciding who is authorised to access its workspace.

7. Service providers

We use third-party providers to operate and deliver InToday. These providers may process personal information where necessary to provide their services.

Our technology and service providers include:

Neon — database and data infrastructure.

Clerk — authentication and user account services.

Vercel — application hosting, deployment and related infrastructure.

Resend — transactional email delivery.

Wix — our public-facing website and payment and subscription-related services.

GitHub — software development and source-code hosting. GitHub is not intentionally used to store customer workplace data.

We may also disclose personal information to professional advisers, regulators, courts, law-enforcement authorities or other parties where disclosure is required by law or reasonably necessary to establish, exercise or defend legal rights.

If InToday or substantially all of its business or assets is acquired, reorganised or transferred, relevant information may be disclosed and transferred as part of that transaction in accordance with applicable law.

We do not sell personal information.

8. International transfers

Some of our service providers may process personal information outside the United Kingdom.

Where this involves a restricted international transfer under UK data protection law, we will use an appropriate transfer mechanism or safeguard where required by law.

You may contact hello@intoday.ai for further information about how we protect personal information transferred internationally.

9. How long we keep information

We retain personal information only for as long as reasonably necessary for the purposes for which it was collected.

When determining retention periods, we take account of the nature of the information, the purpose for which it is processed and applicable contractual, legal, accounting, security and operational requirements.

Customer workplace information is retained as necessary to provide the InToday service and is deleted or otherwise handled following termination in accordance with our contractual and legal obligations.

Certain information may be retained for longer where reasonably necessary for legal, accounting, fraud-prevention, dispute-resolution or security purposes.

10. Security

We use appropriate technical and organisational measures designed to protect personal information against accidental or unlawful destruction, loss, alteration, unauthorised disclosure or access.

Access to personal information is restricted according to operational requirements, and we use established technology providers to operate the InToday service.

No internet-based service can guarantee absolute security. We therefore continually consider security as part of the operation and development of InToday.

11. Your rights

Under UK data protection law, you may have rights in relation to your personal information, including the right to:

- request access to your personal information;
- request correction of inaccurate information;
- request deletion of information in certain circumstances;
- request restriction of processing in certain circumstances;

- object to certain processing;
- request portability of certain information; and
- withdraw consent where processing is based on consent.

These rights are not absolute and their availability depends on the circumstances.

Where InToday processes workplace information on behalf of your employer or another organisation, you should normally direct requests concerning that information to that organisation. We will assist our customers with relevant requests where required.

For information for which InToday is the controller, contact hello@intoday.ai.

You also have the right to raise concerns with the **Information Commissioner's Office (ICO)**.

12. Cookies

Our website and service may use cookies and similar technologies.

Further information is available in our Cookie Policy.

13. Automated decision-making

The core InToday service is not intended to make solely automated decisions about individuals that produce legal or similarly significant effects.

14. Changes to this Privacy Policy

We may update this Privacy Policy from time to time to reflect changes to our service, technology, suppliers or legal obligations.

The latest version will be published on our website with its effective date.

15. Contact us

For questions about this Privacy Policy or how InToday handles personal information, contact:

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