

Privacy Notice

Last updated: September 2025

Feedback Analytics Limited (trading as “CX Index”, “we”, “our”, or “us”) is committed to protecting your privacy. This Privacy Notice explains how we collect, use, disclose, retain, and protect personal information when you interact with us, use our website, or use our products and services.

By providing us with your personal information in the ways described below, you acknowledge that we may process it:

- to perform our contractual obligations to you and our customers;
- based on our legitimate interests (e.g., for internal administration, product development, analytics, and service improvement); or
- with your consent, which you may withdraw at any time.

1. Who we are

This Privacy Notice applies to Feedback Analytics Limited, trading as CX Index, and our products, applications, and services, including our Voice of the Customer (VoC) software and integrations with contact center platforms such as Genesys Cloud.

Feedback Analytics Limited is registered in the Republic of Ireland, with registered office at Suite 201 Media Cube, Kill Avenue, Dun Laoghaire, Co Dublin, Ireland A96X6X3

You can contact us regarding privacy matters at: privacy@cxindex.com.

2. How we collect information

We collect personal information in the following ways:

- **From our customers and their end-users:**
 - When you respond to surveys distributed through our platform (e.g., by email, SMS, or IVR).

- When you provide free-text responses, ratings, or other customer experience feedback.
 - Metadata related to survey responses (e.g., time, channel, completion status).
 - **From your interaction with CX Index directly:**
 - When you contact us via our website, email, or phone.
 - When you complete forms on our website (e.g., demo requests, partner sign-ups, or whitepaper downloads).
 - When you attend webinars, events, or trainings we host.
 - When you interact with us on social media.
 - **Automatically:**
 - Through cookies, analytics, and similar technologies when you use our website or partner portals.
 - Technical details about the device and browser you use, IP address, log data, and usage patterns.
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3. How we use your information

We use personal information to:

- Deliver and support the CX Index platform and services.
- Process survey responses on behalf of our customers.
- Provide customer support and technical assistance.
- Improve and develop our products and services, including through aggregated analytics and benchmarking.
- Communicate with you about our services, updates, and events.
- Comply with our legal and regulatory obligations.

When acting as a **data processor**, we process survey data strictly on behalf of our customers and in accordance with their instructions. When acting as a **data controller**, we

process information for our own business purposes (e.g., marketing, partner management, product usage analytics).

4. Sharing your information

We may share personal information with:

- Our service providers and partners who support our operations (e.g., hosting, communications, analytics).
- Our resellers, system integrators, and technology partners who help deliver CX Index services.
- Regulatory and law enforcement agencies where required by law.
- Successors in the event of a merger, acquisition, or business transfer.

We do not sell personal information to third parties.

5. Marketing

We may contact you about CX Index products, services, and events where legally permitted. You may opt out at any time by using the unsubscribe link in our emails or by contacting privacy@cxindex.com.

We may also use third-party platforms (e.g., LinkedIn, Google, or other advertising providers) to deliver relevant content, based on your profile or interests. You can manage your ad preferences directly through those platforms.

6. Your rights

Depending on your location, you may have rights under applicable data protection laws, including:

- The right to access, correct, or delete your personal information.
- The right to object to or restrict processing.
- The right to data portability.

- The right to withdraw consent (where processing is based on consent).
- The right to lodge a complaint with your supervisory authority.

Requests to exercise these rights can be submitted to privacy@cxindex.com.

7. Data retention

We retain personal information only as long as necessary for the purposes described in this Privacy Notice, to comply with our legal obligations, or as instructed by our customers (when acting as processor). When information is no longer needed, it is securely deleted or anonymised.

8. International transfers

Personal information may be transferred and stored outside your country of residence where our service providers or partners operate. We ensure appropriate safeguards are in place (such as Standard Contractual Clauses or equivalent measures) to protect such transfers in compliance with applicable laws.

9. Security

We use appropriate technical and organisational measures to protect personal information against unauthorised access, loss, or misuse. Feedback Analytics Limited (trading as CX Index) is **ISO27001 certified** and continually reviews its security controls.

10. Cookies and analytics

Our website uses cookies and analytics technologies to improve user experience and measure website performance. You can manage your cookie preferences in your browser settings. More information is available in our **Cookie Policy**.

11. Changes to this notice

We may update this Privacy Notice from time to time. Any changes will be published on our website with the “last updated” date shown at the top.