

Time Atlas Labs Oy – Privacy Notice

Research, Early Access & Updates

Last updated: February 2026

This Privacy Notice describes how Time Atlas Labs Oy (“Time Atlas Labs”, “we”, “us”) processes personal data when you visit our landing pages and submit your email address to participate in research discussions, early access activities, product development feedback, and app development updates. This notice is aligned with our main Privacy Notice and applies specifically to pre-launch landing page and research activities.

1. Controller and contact information

Time Atlas Labs Oy

Business ID 3481672-9

P.O. Box 1188

00101 Helsinki

Email: info@timeatlaslabs.com

2. Notices to us

Please send all requests relating to the processing of your personal data to info@timeatlaslabs.com.

3. Why do we process your personal data?

We process your personal data for the following purposes:

Research participation and discussion invitations – to contact you regarding interviews, research sessions, and feedback opportunities during the development of our application.

Early access and product testing – to invite you to try early versions or participate in development activities.

Newsletters and app development updates – to send you information about new features, progress, and relevant news.

To protect your privacy, we primarily encrypt your personal data locally on your device before it is, to the extent necessary, transmitted to our servers. We do not process your personal data in non-encrypted form unless necessary. We ensure that our service providers adhere to an equal level of data security when processing your personal data on our behalf.

Depending on the context in which you interact with us, we also process your personal data for multiple different purposes, as further described below.

Apart from the personal data described in this Privacy Notice and as requested by us specifically, we do not act as a controller for any personal data that you may provide while using the Service. For these data we only act as a processor, and you are responsible for ensuring that there is, for example, a legal basis for the processing of those data. These data may include, for example, personal data of you and others that you share in your entries.

4. Which personal data do we process?

We may process the following categories of personal data:

Contact information such as email address and information you voluntarily provide.

Device and technical data such as IP address, browser type, and basic analytics data collected through landing page technologies.

5. Cookies and analytics

We use cookies and similar technologies on our landing pages to ensure the site functions properly, to understand how visitors interact with our pages, and to improve our research and development activities.

Cookies are small text files stored on your device when you visit our website. Some cookies are necessary for the operation of the landing page, while others are used for analytics purposes.

Types of cookies and technologies we may use:

Necessary cookies

These cookies are required for the technical operation and security of the landing page and do not require consent.

Analytics cookies

With your consent, we may use analytics tools to collect information about how visitors use the landing page, such as pages visited, interaction patterns, device type, and general location data. This helps us understand interest in our early concepts and improve user experience.

Analytics data is processed in aggregated or pseudonymised form whenever possible.

Legal basis

Necessary cookies are processed on the basis of our legitimate interest in operating and securing our website.

Analytics cookies are processed only based on your consent, which you may give or withdraw at any time through the cookie banner or your browser settings.

Managing cookies

You can manage or withdraw your consent at any time via the cookie settings displayed on our landing page.

You may also configure your browser to block or delete cookies. Please note that disabling certain cookies may affect the functionality of the website.

Third-party service providers: We may share your information with third-party service providers who perform services on our behalf. Such trusted parties may have access to personally identifiable information on a need-to-know basis and will be contractually obliged to keep your information confidential. These partners are prohibited from using your personal information for any purpose other than to provide these services to Time atlas, and they are required to maintain the confidentiality of your information.

The table below lists the third-party services we use, their purposes, and the personal data they may collect:

<i>Service Name</i>	<i>Provider</i>	<i>Purpose(s)</i>	<i>Collected Personal Data Type(s)</i>	<i>Privacy Policy Link</i>
reCAPTCHA	Google Ireland Limited	Fraud prevention and risk management	Device ID IP address Operating system and version Browser fingerprint Browser information and language Real-time location (e.g., GPS) Browsing history Interaction logs (e.g., clicks, time spent on pages)	https://business.safety.google/privacy/?hl=en
Google Tag Manager	Google Ireland Limited	Tag management	Aggregated data about tag firing	https://business.safety.google/privacy/?hl=en

Google Analytics	Google Ireland Limited	Marketing and advertising Analytics and performance tracking	First and last name Date of birth National identification numbers (e.g., social security number, passport ID) Email address and/or Phone number Address and city Device ID IP address Operating system and version Browser fingerprint Real-time location (e.g., GPS) IP-based approximate location Browsing history Browser information and language Interaction logs (e.g., clicks, time spent on pages) Purchase history	https://business.safety.google/privacy/?hl=en
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6. Legal basis for processing

The table below shows for which purposes and on which legal grounds we process each type of personal data:

<i>Purpose</i>	<i>Data processed</i>	<i>Legal basis</i>
Research invitations and discussion participation	Email address	Consent

Newsletter and development updates	Email address	Consent and legitimate interest
Service development and analytics	Email and technical data	Legitimate interest

7. Sources of personal data

We primarily collect personal data directly from you when you submit your email address via our landing page.

8. Transfers and disclosures

We may use trusted service providers such as hosting platforms, analytics tools, and email delivery services. These providers process data only according to our instructions and in compliance with applicable data protection laws.

9. How do we secure your personal data?

We have taken appropriate technical and organizational measures to protect the security of your personal data and to ensure that your choices for its intended use are honoured. We protect your data from loss, misuse, unauthorized access or disclosure, alteration, or destruction by appropriate technical measures such as firewalls.

10. How long do we keep your personal data?

We retain your email address for as long as your subscription or research participation remains active, or until you withdraw your consent. Technical analytics data is retained only for limited periods necessary for service improvement and security.

11. Your rights

Below we have summarized the rights that you as a data subject have under the European data protection legislation. The “data subject” refers to natural persons whose personal data is processed by us, i.e., our customers and other consumer groups whose personal data we process as specified in this Privacy Notice. Some of the rights are complex and are subject to certain exceptions, and to keep this Privacy Notice concise, not all of the details have been included in the below summaries.

The data subjects have the right to access the data processed by us as a controller and to get incorrect personal data related to them rectified. If you wish to use your right of access or rectification, please proceed as follows. The request shall contain the basic information needed for finding the requested data. After receiving and processing the request, we will send you a copy of the personal data by mail or electronically. We reserve the right not to complete your request if the request is manifestly unfounded. Should you request for multiple copies, or should you wish to submit more than one request per year, we may charge you a reasonable fee based on administrative costs for the execution of your request.

You also have the right at any time to request us to erase the personal data concerning you and processed by us and we are obliged to erase the data if there is no longer a legal ground for processing the data. Please note that certain data processed by us are subject to statutory retention requirements, and regardless of a request of erasure, such data we cannot erase until the end of the statutory retention period. You also have the right to object to the processing of your personal data if the data has been processed on the basis of our legitimate interest, and we are obliged to stop processing such personal data unless we can demonstrate compelling legitimate grounds for further processing of such personal data. You also may have the right to obtain from us restriction of our processing of your personal data.

If you have declared your consent regarding certain types of processing activities, you can withdraw this consent at any time with future effect. Such a withdrawal will not affect the lawfulness of the processing prior to the consent withdrawal.

To exercise the above rights, please reach out to us using the contact details mentioned at the beginning of this Privacy Notice.

If you consider that our processing of your personal data infringes the data protection laws, you have the right to lodge a complaint with a data protection supervisory authority. You may do this to the [Information Commissioner's Office](#) (if you are in the UK) or in the EU member state of your habitual residence, your place of work or the place of the alleged infringement.

12. Changes to this Privacy Notice

We reserve the right to update and modify this Privacy Notice. Unless otherwise provided by mandatory applicable legislation, we may not personally post changes to this Privacy Notice to the data subjects in person, and therefore we prompt you to check this Privacy Notice from time to time for possible changes.

If for some reason you believe that we have not adhered to the foregoing, please notify us by email at the address set out at the beginning of this Privacy Notice, and we will do our best to determine and correct the problem promptly.