

Actual: affordable legal advice for startups



“ Clemence and her team helped us at Actual during the launch of the first version of the company, when we were learning the basics of European startup law and had only a very limited budget. We would recommend to anyone in a similar situation looking for quality advice to seek out their services! “



Actual



Anna Gat, Co-founder



<http://actual.chat>



United Kingdom

My challenges

Understanding how to comply with the General Data Protection Regulation (GDPR), specifically, how to monitor and analyse conversations on an app in order to improve the app's performance. Besides, as a startup we had a very limited budget and were concerned about the affordability of these type of legal services as sometimes they are expensive.

eHealth HUB support

Legal Guidance. We received advice on the main changes that the GDPR made and how to implement them. The advice provided guidance on the seven over-arching principles that must be met in order to be in compliance, the obligations of a data controller, processing sensitive personal data and legal liability regarding encryption.

We received general advice on how to draft a privacy policy, and what to include. Since Actual uses artificial intelligence, we were advised to identify precisely which parts of the programme include automated individual decision making and to include this information in the privacy policy.

The company

Actual is an AI-mediated chat app for meaningful conversations. A messaging app which aims to promote conflict-free conversation. Artificial intelligence within the chat application acts as a mediator during the discussion. The artificial intelligence looks for things like mood, the speed of the conversation and whether either party is misunderstanding the other. It then makes a suggestion on how to neutralise the conversation.



eHealth HUB *Stories*

Learning points ●

qLegal excellent pro bono work provided us with the necessary information, and self-confidence, to embark upon the exciting and often complicated journey of building a great company.

Anna Gat, Co-founder Actual

eHealth HUB services



Legal Support

eHealth Hub Legal Network offers good quality, affordable legal advice for eHealth SMEs as well as free workshops detailing current legal issues of eHealth SMEs interest.



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