

# Data Privacy Policy – Website

November 2020

This privacy policy explains how we use any personal information we collect about you when you visit our websites and web shop.

### **What information do we collect about you?**

We collect some anonymous information about you when you visit and use our website. This information includes your IP-address, which browser you are using, information about your computer operating system and pages you have visited. We use this information for developing and improving our website and its content.

We also collect personal information when you complete customer surveys, provide feedback, register to our marketing events or apply to open jobs at our recruitment page. This information includes your name, email address, phone numbers, company name and location.

We only collect personal data that you voluntarily submit on our website for the purposes mentioned above. For example, when you fill the contact request form, your name, email address, phone number and company name will be processed. Additionally, we may ask your email address or other personal information when you download information or publications from our website or register for events arranged by us or our partners.

### **How we use the information we collect?**

We use your information collected on our website to personalize your visit to our website, to continuously improve the content and to monitor the use of our website.

Additionally, we use the personal information that you have provided to process your contact requests and, if you agree, to email you about our product and services we think may be of service to you.

Website usage information is collected using cookies and tracked using Google Analytics.

### **Marketing**

We would like to occasionally send you information about our products and services that may be of interest to you. If you consent to receive marketing information, you may opt out at a later time. You have the right at any time to stop us from contacting you for marketing purposes.

If you no longer wish to be contacted for marketing purposes, please contact us by email or mail by using the contact information below.

### **Cookies**

Cookies are text files placed on your computer in order to collect standard Internet log information and website visitor behavior information. This information is used to track your use of our website, store statistical reports on website activity, improve website functionality and user experience. The cookies we use on our website do not collect personal information.

For further information about cookies visit <http://www.aboutcookies.com> or <http://www.allaboutcookies.com>.

You can set your browser to not accept cookies and the above websites will tell you how to remove cookies from your browser. Removal or blocking of our cookies may affect the functionality of the website.

### **Log Files**

Our systems automatically collect some anonymous information about visitors, including IP addresses, browser type, language, and the times and dates of webpage visits. The data collected does not include personally identifiable information and is used, as described above, for statistical analysis, to understand user behavior, and to administer the site.

### **Google Analytics**

We use Google Analytics to collect information about the use of our website. Google Analytics uses cookies to collect information. The collected information is used for website improvement and measuring purposes and includes information such as how you reached our

website(referrer) and what pages on our website you have visited and interacted with. We do not combine information collected through the use of Google Analytics with personal information.

You can read more about Google Analytics Terms of Use and Privacy Policy below:

<https://policies.google.com/privacy>

<https://www.google.com/analytics/terms/us.html>

### **Disclosure to third parties**

We may share your information within the Optinova Group and its subsidiaries in order to offer you our products and services. Only employees with the need for your information to perform their work have the right and access to your information.

We will not share your information for any purposes with companies outside the Optinova Group.

Your information may be transferred within the Optinova Group outside of the EU and EEA in order to provide the necessary services to you. Services providers and third parties we use have no permission to use the information for their own purposes and they must be committed to ensure that an adequate level of data protection is achieved.

### **Your rights to access and correct to your information**

You have the right to know what personal information we store about you and to make changes in order to correct the information. You can also request the removal of your information if you do not want us to process or store your information anymore.

If you wish to have access to, correct or remove your information, please contact us by email or mail by using the contact information below. The requested information will be provided to you in electronic format after your identity has been verified and confirmed.

We may take a small charge for repeated use of the service.

## **Security**

We value your privacy and take appropriate measures to protect your information. When you submit your personal information to us via our website, your information is protected both online in our website and on our internal systems and networks.

Wherever we collect personal information, that information is encrypted and transmitted to us in a secure way. You can verify this by looking for a lock icon in the address bar and looking for "https" at the beginning of the address of the Web page.

While we use encryption to protect sensitive information transmitted online, we also protect your information on our internal systems and networks. Only employees who need the information to perform a specific job (for example, billing or customer service) are granted access to personally identifiable information. The computers/servers in which we store personally identifiable information are kept in a secure environment and updated regularly.

## **Changes to our privacy policy**

We regularly review and update this privacy policy and we will place updates in this document for you to read.