



Data privacy policy

## Data privacy policy

AppXite values the protection of personal data, and we therefore place great emphasis on protecting your privacy. This Privacy Policy explains and clarifies how we, as data controller, treat our visitor's and customer's personal data according to (EU) 2016/679, the General Data Protection Regulation ("GDPR").

This policy will apply in situations where SIA "AppXite" (hereinafter "AppXite", "we", "us" and "our") treats personal information collected from the site. By using our site, you agree that your personal information is processed in accordance with this Privacy Policy.Terms.

## What is personal data?

Personal data is any information relating to an identified or identifiable natural person; an identifiable natural person is a person who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

## Categories of Personal data we collect

The personal information you provide is data that you actively provide to us by filling in different types of forms. When ordering products and services from AppXite, signing up for our events and seminars, looking for vacant posts or submitting spontaneous applications, we may ask you to fill in forms where you provide us with your personal data.

We collect how visitors use the site and the users experience of the information, through your IP address, information about your browser settings, and how your operating system uses the pages. This information is processed for the legal basis legitimate interest and is used to develop website features and content.

## Purpose with processing of personal data

The information we collect from you can be used for any of the following purposes:

- a) **Give you a more personalized service**  
Your information helps us better meet your individual needs. If you have enabled cookies in your browser, that information can be used to be able to provide a personalized user experience.
- b) **Improve our customer service**  
Your information helps us provide you with more efficient customer service and support.
- c) **Process transactions**  
Submit your goods and deliver the services you purchased from us.
- d) **Improve our communication**  
The e-mail address you provide can be used to send you information and updates about your order, company news, updates, information about other similar products and services, AppXite's events and newsletters etc.  
Note: you can cancel your subscription at any time by following the instructions at the bottom of each email.  
If you have enabled cookies in your browser, your cookie information can be combined with data you've provided on our site to improve the customer communication.

## Recipients of the personal data

We may disclose your personal information to all companies in our group (i.e. subsidiaries, our ultimate holding company and all its subsidiaries) insofar that it is reasonably necessary for the purposes stated in this privacy policy.

We do not sell, trade or otherwise transfer your personal information to third parties. Exceptions are trusted third parties that help us to run the site, conduct our business, deliver the goods you order or provide service, as long as these parties agree to keep the information confidential and not use it for other purposes that not agreed upon. We may also disclose your personal information where we find it necessary to comply with statutory requirements, maintain the site's policies or protect our or others' rights, property, or security. Non-personally identifiable information gathered from the website about visitors may, however, be provided to third parties for marketing, advertising or other use.

We have agreements with third party service providers to help us get a better view of the site visitors. These service providers are not allowed to use the information they collect on our behalf for anything other than helping us operate and improve our business.

If your personal data will be disclosed with any other recipients than stated in this Privacy Policy, we will provide you with information about that disclosure at the time collecting your personal data and obtaining your consent.

## How long we keep your personal information

We will only save your personal data for as long as it's relevant for the purpose it was originally collected for. More specific information about retention time for processing of personal data will be provided to you when we collect personal and obtain your consent for specific purposes. When you, for example, sign up to our events we will provide you with the retention time for the processing of personal data for the event.

## Your personal rights

You are entitled to request a report on what personal information we have about you by requesting a so-called registry extract. This can be made free of charge once a year. You also have the right to request that incorrect information about you shall be corrected, as well as the ability to request removal of your personal information. You have the right to withdraw your consent to processing of personal data and to prohibit the use of your personal information for direct marketing purposes.

To submit any request, please contact us at [appxitelegal@appxite.com](mailto:appxitelegal@appxite.com) for more information.

You have the right to submit eventual complains about processing of your personal data to the national supervisory authority.

## Transfer to third Country

Information we collect when you are visiting our website can be stored and processed and transferred between all the countries in which we operate to use the information in accordance with the Privacy Policy. However, AppXite will not transfer the personal data you provide us to countries outside the European Economic Area (EEA) without explicitly informing you about that transfer.

## Links to third parties

We may, at our discretion, publish or offer third-party products on our website at our discretion. These third-party websites have their own, independent privacy rules. We therefore take no responsibility for the content and activities of these linked sites. However, as we want to protect the privacy of our site, we welcome comments on these websites.

## CCPA provisions

The following provisions apply to processing of Personal Information in relation to California residents:

### 1. Definitions and Interpretations

- i. **"Personal information"** means information that identifies, relates to, describes, is capable of being associated with, or could reasonably be linked, directly or indirectly, with a particular Consumer or household as defined in the CCPA;
- ii. **"CCPA"** shall mean the US California Consumer Privacy Act of 2018, as amended from time to time;
- iii. **"Consumer"** means a natural person who is a California resident, as defined in Section 17014 of Title 18 of the California Code of Regulations, as that section read on September 1, 2017, however identified, including by any unique identifier.

### 2. AppXite Obligations

- i. AppXite shall not retain, use, or disclose the Personal Data: (i) for any purpose other than for the specific purpose of performing the services set forth in the Agreement or as otherwise permitted by the CCPA and its implementing regulations, (ii) for a commercial purpose other than providing the services specified in the contract with the business, or (iii) outside the direct business relationship between the person and AppXite.
- ii. AppXite shall not sell Personal Information;
- iii. AppXite shall encrypt all Personal Information at rest and apply other appropriate organizational and security measures required to safeguard Personal Information.
- iv. AppXite will cooperate with Partner in order to efficiently, effectively, and timely respond to requests from individuals related to the Personal Data. These requests include, but are not limited to, requests to review, correct, amend or delete Personal Information. Consumer requests shall be sent to [dpo@appxite.com](mailto:dpo@appxite.com). AppXite shall respond, free of charge, within 30 business days, in an electronic format.

AppXite may refuse to delete personal information in the event such personal information is required to: (i) Detect security incidents; (ii) protect against malicious, deceptive, fraudulent, or illegal activity; (iii) Debug to identify and repair errors that impair existing intended functionality; (iii) Comply with the California Electronic Communications Privacy Act pursuant to Chapter 3.6 (commencing with Section 1546) of Title 12 of Part 2 of the Penal Code; (iv) To enable solely internal uses that are reasonably aligned with the expectations of the Consumer based on the Consumer's relationship with the business; (v) Comply with a legal obligation; (vi) Otherwise use the Personal Information, internally, in a lawful manner that is compatible with the context in which the Consumer provided the information.

## Changes to this Privacy Policy

AppXite reserves the right to update or change this Policy at any time and you should visit this site regularly to obtain the latest version.

Last updated: 10.06.2021

## How to contact us

If you have any questions regarding this privacy policy or our processing of personal data, or want to contact us regarding your personal data, please contact our Data Protection Officer via email: [dpo@appxite.com](mailto:dpo@appxite.com).