

PRIVACY POLICY

1. INTRODUCTION

- 1.1 Saleslogic is committed to protecting our client's information and data. This privacy policy details what data we collect, and what happens with that information. This document applies across all websites and mobile apps and all other services which we offer, herewith called the "services". This document is in no way intended to apply to our client's customers, each digital store owner or consumer of the "services" must equally ensure that they publish their own privacy policy governing the collection and use of their customer's data.
- 1.2 'Personal Data' is defined as identifiable information about you, such as name, email address, telephone number, support queries etc.
- 1.3 We may update this policy from time to time when there is a significant change.

2. HOW WE COLLECT YOUR DATA

- 2.1 When you engage with us through digital means, i.e. website or email, we collect personal data. These can be defined as follows:
 - Information which you have offered directly to us through the capture of digital enquiry forms where you provide contact information.
 - Respond to a request for information
 - Apply for a job role
 - Participate in webinars, forums, blogs
 - Engage on social media
 - Take part in training
 - Engage with us in events
 - Through engagement with our support, marketing or sales teams
- 2.2 All information requested or provided is voluntary, however failure to submit this may result in certain services being unavailable.
- 2.3 Some information is collected automatically when you utilize services offered. These may include items such as IP address, geographic location, device type, areas of the website/application which have been navigated, and which links and functions have been interacted with. This information is used to make improvements on the platform.

3. WHAT YOUR DATA IS USED FOR

- 3.1 We utilize your data to make improvements to our website and platform, enhancing the user experience, navigation, and content.

- 3.2 To disseminate requested information such as training material and informative communications.
- 3.3 Communications regarding updates and amendments to our services including upgrades, downtime, security updates and patches.
- 3.4 Marketing communications for content which you have opted in for.
- 3.5 Requested feedback or surveys (this may be through a third party, as sanctioned by us).
- 3.6 To provide support for all services via a variety of communication methods including email, telephone, social media messaging, in-app support and third party communication applications.
- 3.7 To produce anonymous reporting and analytics which may be shared publicly or with third parties.
- 3.8 By using the services you consent to your personal information being collected, held and used in the above manner.
- 3.9 It is your responsibility and that of your customers to keep passwords safe and secure. You must notify us immediately if any passwords or user accounts have become, or may become, compromised.
- 3.10 No credit card or banking details which are using for purchases on the Saleslogic platform are stored, no card details can be accessed by any member of staff. All card details are encrypted, and securely stored by the third-party payment gateway providers.
- 3.11 To bill you for services rendered.

4. HOW WE SHARE YOUR DATA

- 4.1 Your personal information may be shared with third parties. We will only disclose your personal data under the following:
 - Third party service providers and partners who assist us in providing the services to you.
 - To market or promote our services to you.
 - If requested to do so by law, where possible we will notify you of this disclosure.
 - A potential purchase of the company or merger or acquisition of any part of the business.
- 4.2 Your data may be transferred to, and processed, in countries other than the country within which you reside due to our services being hosted in a variety of countries internationally.

5. RETENTION

- 5.1 The data retention depends on whether we are engaged in ongoing business with you, and in order to provide you with the services.
- 5.2 We will retain this information if there is an ongoing business relationship with you. If our business relationship ceases, we will make sure the data is deleted.

6. YOUR RIGHTS

- 6.1 The data belongs to you and you have rights relating to it. Regarding marketing communications, you can opt out at any stage by either following the opt-out links or by contacting us directly via all communication mediums (e.g. telephone, email).
- 6.2 You may request at any stage to know what information is being stored about you and to make sure it is correct and up to date, or to request a copy.