

# HABIDATUM PRIVACY POLICY

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When you use our services, you are trusting us with your information. We care about protecting your information and about you being able to control it.

This Privacy Policy is meant to help you understand what information we collect, why we collect it, and how you can update, manage, export, and delete your information.

We recommend that you read this Privacy Policy in full to ensure you are fully informed. If you have any questions about this Privacy Policy, please contact us at [privacy@habidatum.com](mailto:privacy@habidatum.com).

## 1. Information that we collect about you

We want you to understand the types of information we collect as you use our services.

### 1.1 Things you provide to us

When you send a request to us via the feedback form, you provide us with personal information that includes your name, company name and email address. We also collect information about metrics you've selected as favorite.

## 2. How we use the information we have collected

We use the information we collect from our Services, for the following purposes:

- Provide, operate, and maintain our Services;
- Improve, personalize, and expand our Services;
- Measure the performance of our Services;
- Develop new products, services, features, and functionality;
- Communicate with you, including for customer service, to provide you with updates and other information relating to the Service, and for marketing and promotional purposes;
- Process your transactions;
- Find and prevent fraud; and
- For compliance purposes, including enforcing our Terms of Service, or other legal rights, or as may be required by applicable laws and regulations or requested by any judicial process or governmental agency.

## 3. How we share your information

We do not share your personal information with companies, organizations, or individuals outside of Habidatum except in the following cases:

1. Vendors and Service Providers. We will share information with third-party vendors and service providers that provide services on our behalfs, such as billing and customer support services, and to provide you with information relevant to you such as product announcements, software updates, special offers, or other marketing information.
2. Aggregate Information. Where legally permissible, we may use and share information about users with our partners in aggregated or de-identified form that can't reasonably be used to identify you.

3. Analytics. We use analytics providers such as Google Analytics. Google Analytics uses cookies to collect non-identifying information. Google provides some additional privacy options regarding its Analytics cookies at <http://www.google.com/policies/privacy/partners/>.
4. As Required By Law and Similar Disclosures. We will also share information to (i) satisfy any applicable law, regulation, legal process, or governmental request; (ii) enforce this Privacy Policy and our Terms of Service, including investigation of potential violations hereof; (iii) detect, prevent, or otherwise address fraud, security, or technical issues; (iv) respond to your requests; or (v) protect our rights, property or safety, our users and the public. This includes exchanging information with other companies and organizations for fraud protection and spam/malware prevention.
5. With Your Consent. We will share information with your consent.

## 4. How we protect your personal information

Habidatum is committed to protecting your information. All of our products are built with strong security features that continuously protect your information from unauthorized access, use, or disclosure. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal information. However, please bear in mind that the Internet cannot be guaranteed to be 100% secure.

## 5. How we retain your personal information

We retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax, or accounting requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it.

## 6. Your data protection rights under the General Data Protection Regulation (GDPR)

If you are a resident of the EEA, you have the following data protection rights:

- If you wish to access, correct, update, or request deletion of your personal information, you can do so at any time by emailing [privacy@habidatum.com](mailto:privacy@habidatum.com) .
- In addition, you can object to the processing of your personal information, ask us to restrict the processing of your personal information, or request portability of your personal information. Again, you can exercise these rights by emailing [privacy@habidatum.com](mailto:privacy@habidatum.com) .
- You have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the "unsubscribe" or "opt-out" link in the marketing emails we send you. To opt-out of other forms of marketing, please contact us by emailing [privacy@habidatum.com](mailto:privacy@habidatum.com) .
- Similarly, if we have collected and processed your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

## 7. Your choices

You may unsubscribe from receiving certain promotional emails from us. If you wish to do so, simply follow the instructions found at the end of the email. Even if you unsubscribe, we may still contact you for informational, transactional, account-related, or similar purposes.

## 8. Children's privacy

Habidatum does not knowingly collect information from children under the age of 13, and children under 13 are prohibited from using our Services. If you learn that a child has provided

us with personal information in violation of this Privacy Policy, you can alert us at [privacy@habidatum.com](mailto:privacy@habidatum.com).

## 9. Changes to this Privacy Policy

This Privacy Policy may be modified from time to time, so please review it frequently. Changes to this Privacy Policy will be posted on our websites. If we materially change the ways in which we use or share personal information previously collected from you through our Services, we will notify you through our Services, by email, or other communication.

## 10. International data transfers

Habidatum is a global business. We may transfer personal information to countries other than the country in which the data was originally collected. However, as of the date of this Privacy Policy, we only process personal data within the European Union.

## Contact Us

If you have any questions or concerns about this Privacy Policy, please feel free to email us at [privacy@habidatum.com](mailto:privacy@habidatum.com).

The data controller of your personal information is Habidatum International, Inc.  
123 William Street, 27th Floor, New York, NY 10038, USA  
+1 (212) 247 17 17  
[ask@habidatum.com](mailto:ask@habidatum.com)

Our wholly-owned subsidiary in the EU is HABIDATUM B.V.  
Registration number: 857169518

Our wholly-owned subsidiary in Russia is HABIDATUM LAB LLC  
INN: 9710014942, KPP: 771001001  
OGRN 1167746691122

Our wholly-owned subsidiary in the UK is HABIDATUM UK LIMITED  
Registration number: 11168559