

## Data Protection Policy

### SUMMARY:

Apptension sp. z o.o. ("us", "we", or "our") with its registered office in: Nowowiejskiego 55, 61-734 Poznań, Poland, NIP: 7831720203, REGON: 360404804, registered in the Regional Court Poznań – Nowe Miasto I Wilda in Poznań, VIII Commercial Division of the National Court Register, registered in the commercial register (KRS) under no. 0000534235 operates the <https://apptension.com> website (the Service).

This page informs you of our policies regarding the collection, use and disclosure of Personal Information when you use our Service.

We will not use or share your information with anyone except as described in this Data Protection Policy.

We store personal information for as long as it is necessary in order to fulfill our contractual and statutory obligations. It should be noted here that our business relationship is a long term obligation, which is set up on the basis of periods of years. If the data is no longer required in order to fulfill contractual or statutory obligations, it is deleted, unless its further processing is required – for a limited time – for the purpose of fulfilling obligations to preserve records according to commercial and tax law.

We use your Personal Information for providing and improving the Service and to inform you about our services. Before using the Service and in order to use it, you are obliged to agree to the collection and use of information by us in accordance with this policy. You voluntarily provide us information and you consent that we process information.

You have the right to request from us to access and rectification or erasure of personal data or restriction of processing concerning your information or to object to processing as well as the right to data portability. You also have the right to withdraw your consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.

Apptension sp. z o.o. is a Polish-based company and thus comply with regulations and requirements resulting from the European Regulation (eu) 2016/679 of the European Parliament and of the Council of 27 april 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing directive 95/46/ec (general data protection regulation).

### §1. Name and address of the controller

Controller of your personal data, which you provide within [apptension.com](https://apptension.com) (Service) is Apptension sp. z o.o. with its registered office in: Nowowiejskiego 55, 61-734 Poznań, Poland, NIP: 7831720203, REGON: 360404804, registered in the Regional Court Poznań – Nowe Miasto I Wilda in Poznań, VIII Commercial Division of the National Court Register, registered in the commercial register (KRS) under no. 0000534235.

### §2. Information Collection And Use

1. Before using our Service, we may ask customer to provide us with certain personally identifiable information that can be used to contact, identify customer and provide them marketing information. You should agree to provide us personally identifiable information in

order to use our Service. You can also submit consent to processing your data for the marketing and newsletter purposes by signing up to receive regular updates. Personally identifiable information may include, but is not limited to, customer email address, name, phone number, postal address (“Personal Information”). We collect information you provide via the Service when you:

- a) use the Service,
  - b) contact us,
  - c) subscribe to newsletters.
2. We use your information for our legitimate interests, including:
- a) managing our Service,
  - b) providing services via apptension.com, respond to your questions, and fulfil our obligations with agreement binding us with you,
  - c) providing you with customer support,
  - d) communicating with you regarding technical notices, updates, security alarms, information about changes to our Terms and Conditions or Data Protection Policies,
  - e) to help and protect security of Apptension services,
  - f) enhancing and personalizing services and marketing,
  - g) seeking legal help regarding conducting of our business,
  - h) fulfilling statutory provisions and obligations of Apptension – ie. Tax obligations.
3. With your consent, we also use your information to send you newsletters and other promotional communications about Apptension products, services, promotions and offers and to serve advertising tailored to your interests.
4. We process some of your data automatically. We use profiling for the following cases, for instance: we use assessment tools in order to be able to notify and advise you regarding our products. These allow communications and marketing to be tailored as needed – including market and opinion research.
5. Personally information are:
- a) processed lawfully, fairly and in a transparent manner in relation to you,
  - b) collected for specified, explicit and legitimate purposes – providing services and marketing information from Apptension sp. z o.o. about our services, and not further processed in a manner that is incompatible with those purposes,
  - c) adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed,
  - d) accurate and, where necessary, kept up to date,
  - e) kept in a form which permits identification of you for no longer than is necessary for the purposes for which the personal data are processed,
  - f) processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage.
6. We process all information in a manner that ensures appropriate security of the personally identifiable data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damages. We use appropriate technical and organisational measures that keep all data safe and we update and upgrade them.
7. You have the right to withdraw your consent at any time by clicking „Resignation” buton in any e-mail received from us. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.
8. We do not collect or process any data revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, or trade union membership, and the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person, data concerning health or data concerning a natural person's sex life or sexual orientation.

### **§3. Legal basis for the processing**

1. We process your personal information according to this Data Protection Policy and when collecting personal data we always inform about the legal basis for its processing. We process data:
  - a) on the basis of consent – article 6 para 1a. of the GDPR,
  - b) when it is necessary for the performance of an agreement or in order to take steps prior to entering into the agreement, or to send you an offer – article 6 para 1b. of the GDPR,
  - c) in order to comply with a legal obligation – article 6 para 1c. of the GDPR,
  - d) in order to pursue legitimate interests – article 6 para 1f. of the GDPR.
  
2. We process your personal data in order to provide you with our service at apptension.com. The purpose of processing is to fulfil our obligations.. We understand purposes of processing as:

| Purpose of the processing  | Legal basis for processing          |
|--|-------------------------------------|
| We contact you via e-mail or by phone regarding our services provided by apptension.com. We want to provide our customers with excellent services so we want to know your opinion of Apptension – in that case we can sometimes contact you and ask you about your feelings about our products.  | Art. 6 para. 1b and 1f of the GDPR  |
| As a controller of personal data and as a business entity will have the right to seek legal help regarding conducting our business and in that purpose to process your data.   | Art. 6 para. 1 b and 1f of the GDPR |
| Due to statutory provisions and obligations of Apptension – ie. tax obligations, invoicing regarding our services - we can process your data   | art. 6 para. 1c of the GDPR         |
| As a result of your consent – for example for the purposes of subscription to our newsletter. The newsletter may contain advertising, commercial, or marketing content.  | art. 6 para. 1a of the GDPR         |
| Direct marketing - We may process your personal data for the purposes of direct marketing. This happens, e.g. when we respond to your message and present details of our offer.  | art. 6 para 1f of the GDPR,         |
| Purposes of security - the moment you launch our website, we process certain data for the purpose of ensuring security of the services, namely: public IP address of the device sending the enquiry, browser type and language, date and time of the enquiry, the number of bytes sent by the server, URL of the previously visited page, if you have visited the website by using the link, information on errors that occurred during the handling of the enquiry. | Art. 6 para 1f of the GDPR.         |

3. We will process and store your personal data for as long as it is necessary in order to fulfil our contractual and statutory obligations. It should be noted here that our business relationship is a long term obligation, which is set up on the basis of periods of years. If the data is no longer

required in order to fulfil contractual or statutory obligations, it is deleted, unless its further processing is required – for a limited time – for the purpose of fulfilling obligations to preserve records according to commercial and tax law.

#### **§4. Your rights**

1. You have the right to obtain from us confirmation as to whether or not personal data concerning you are being processed, and, where that is the case, access to the personal data and the following information:
  - a) the purposes of the processing;
  - b) the categories of personal data concerned;
  - c) the recipients or categories of recipient to whom the personal data have been or will be disclosed, in particular recipients in third countries or international organisations;
  - d) where possible, the envisaged period for which the personal data will be stored, or, if not possible, the criteria used to determine that period;
  - e) the existence of the right to request from us rectification or erasure of personal data or restriction of processing of personal data concerning you to object to such processing;
  - f) the right to lodge a complaint with a supervisory authority;
  - g) where the personal data are not collected from you, any available information as to their source;
  - h) the existence of automated decision-making and meaningful information about the logic involved, as well as the significance and the envisaged consequences of such processing for the customers.
2. You have the right to obtain from us without undue delay the rectification of inaccurate personal data concerning you. Taking into account the purposes of the processing, you have the right to have incomplete personal data completed, including by means of providing a supplementary statement (right to rectification).
3. You have the right (right to be forgotten) to obtain from us the erasure of personal data concerning you without undue delay and we have the obligation to erase your personal data without undue delay where one of the following grounds applies:
  - a) the personal data are no longer necessary in relation to the purposes for which they were collected or otherwise processed;
  - b) you withdraw consent on which the processing is based and where there is no other legal ground for the processing;
  - c) you object to the processing of your data,
  - d) the personal data have been unlawfully processed
  - e) the personal data have to be erased for compliance with a legal obligation in Union or Member State law to which we are subject;
  - f) the personal data have been collected in relation to the offer of information society services.
4. You have the right to obtain from us restriction of processing where one of the following applies:
  - a) the accuracy of the personal data is contested by you, for a period enabling us to verify the accuracy of the personal data,
  - b) the processing is unlawful and you oppose the erasure of the personal data and request the restriction of their use instead;
  - c) we have no longer need the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defence of legal claims;
  - d) you objected to processing your information.

5. You have the right to receive the personal data concerning you, which you provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to another company without hindrance from us, where:
  - a) the processing is based on your consent pursuant and
  - b) the processing is carried out by automated means.
6. You have the right to object at any time to processing of your data concerning for direct marketing, which includes profiling to the extent that it is related to such direct marketing. In this case, we will no longer process your information to such direct marketing.
7. We will communicate any rectification or erasure of personal data or restriction of processing carried out in accordance with above mentioned provisions to each recipient to whom the personal data have been disclosed, unless this proves impossible or involves disproportionate effort. We will inform you about those recipients if you request it.

#### **§5. Log Data**

1. We may also collect information that customer browser sends whenever customer visit our Service ("Log Data"). This Log Data may include information such as customer computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Service that customer visit, the time and date of customer visit, the time spent on those pages and other statistics.
2. In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this type of information in order to increase our Service's functionality. These third party service providers have their own privacy policies addressing how they use such information.

#### **§6. Cookies and third party cookies**

1. Cookies are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to customer browser from a web site and stored on customer computer's hard drive.
2. We use "cookies" to collect information. Customer can instruct his browser to refuse all cookies or to indicate when a cookie is being sent. However, if customer does not accept cookies, customer may not be able to use some portions of our Service. You consent using "Cookies" by us by clicking "OK" button on our site.
3. We use cookies administered by and as part of the following services:
  - a) Facebook Inc. 1 Hacker Way, Menlo Park, CA 94025, USA:
    - These are elements published in digital content and enabling the recording of information about e.g. the activity on the website, as well as the effectiveness of advertisements. The pixel tag of Facebook Inc. can be managed through the Facebook service, in its user panel,
    - Facebook analytics: analysis of users,
    - Facebook Ads/Pixel: advertisements based on data from FB pixel and remarketing lists.

More information on this topic can be found here: <https://www.facebook.com/policies/cookies/>

- b) Google Inc. 1600 Amphitheatre Pkwy, Mountain View, CA 94043, USA:
  - Google Ads – advertising files used for conducting advertising campaigns using the Google Ads service and evaluating their quality,
  - Google Analytics – analytical files used for studying user behaviour and traffic and preparation of traffic statistics,
  - Google Analytics for Firebase: analysis of application users, use of e.g. created remarketing lists for advertising purposes,
  - BigQuery: provided that we carry out integration, analysis of raw data about users,

- c) Hotjar Limited, Level 2, St Julian's Business Centre, 3, Elia Zammit Street, St Julian's STJ 1000, Malta:
  - we analyse your activities on our website, including: information about your device, browser and its language, location and anonymised IP number. We carry out this analysis in order to optimise our website in terms of its usability. If you wish to object to processing of your data for these purposes, use the following link: <https://www.hotjar.com/legal/compliance/opt-out>.
- d) LinkedIn Corporation Address: 605 W Maude Ave, Sunnyvale, CA 94085, USA:
  - we use The LinkedIn Insight Tag which enables the collection of metadata such as IP address information, timestamp, and events such as page views. All data is encrypted. The LinkedIn browser cookie is stored in a visitor's browser until they delete the cookie or the cookie expires. You can opt out of cookies from LinkedIn on your LinkedIn settings page,
- e) Hubspot Inc., 2nd Floor 30 North Wall Quay, Dublin 1, Ireland:
  - we use Hubspot for analytical purposes of our web offer in order to optimize it and to offer you the best possible and user-friendly service. Hubspot is an integrated software solution by which we cover different aspects of our digital marketing, sales and customer relation management.

4. We also use remarketing services to advertise on third party web sites after customer visited our Service. We, and our third party vendors, use cookies to inform, optimise and serve ads based on customer past visits to our Service as it was described above. We use:

a) Google:

Google AdWords remarketing service is provided by Google Inc.

You can opt-out of Google Analytics for Display Advertising and customise the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>

Google also recommends installing the Google Analytics Opt-out Browser Add-on – <https://tools.google.com/dlpage/gaoptout> – for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

For more information on the privacy practises of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

b) Facebook

Facebook remarketing service is provided by Facebook Inc.

You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>

To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/about/ads/#568137493302217>

Facebook adheres the Self-Regulatory Principles for Online Behavioural Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.

For more information on the privacy practises of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

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#### **§7. Information sharing and disclosure**

1. As a service provider via electronic means of conducting business, we seriously take into consideration safety of all the data provided. In order to to provide you with excellent qualities of our service, your data may be transferred to Apptension's providers of services used in our services (Amazon Web Services, Podio, Google, Mailchimp, linkedin, facebook, hubspot, webflow, zaier, google, twitter, hotjar). We also may share information with our attorneys and consultants supporting Apptension in seeking legal rights.
2. In every case, we have concluded necessary data processing agreements guaranteeing that processors are implementing appropriate technical and organisational measures in such a manner that processing will meet the requirements of this Data Protection Policy and ensure the protection of your rights.
3. In view of the fact that we use the services of other providers, your personal data may be transferred outside the European Economic Area, namely to the following country: United States of America (USA).

#### **§8. Compliance and security**

1. We implement appropriate technical and organisational measures to ensure and to be able to demonstrate that processing is performed in accordance with this privacy policy. We review and update them where and when necessary.
2. We, both at the time of the determination of the means for processing and at the time of the processing itself, implement appropriate technical and organisational measures, such as pseudonymisation, which are designed to implement data-protection principles, such as data minimisation, in an effective manner and to integrate the necessary safeguards into the processing in order to meet the requirements of law and protect the rights of our customers. We also implement appropriate technical and organisational measures for ensuring that, by default, only personal data which are necessary for each specific purpose of the processing are processed.
3. We:
  - a) maintain a record of processing activities under our responsibility,
  - b) use pseudonymisation and encryption of personal data;
  - c) ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services;
  - d) restore the availability and access to personal data in a timely manner in the event of a physical or technical incident;
  - e) test, assess and evaluate the effectiveness of technical and organisational measures for ensuring the security of the processing.

#### **§9. Minor's Privacy**

1. Our Service does not address anyone under the age of 18 ("Minors").
2. We do not knowingly collect personal information from minors under 18. If you are a parent or guardian and you are aware that anybody has provided us with Personal Information, please contact us. If we become aware that we have collected Personal Information from a minor under age 18 without verification of parental consent, we take steps to remove that information from our servers.

#### **§10. Changes To This Data Protection Policy**

1. We may update our Data Protection Policy. We will notify customers of any changes by posting the new Data Protection Policy on this page.
2. Customer is advised to review this Data Protection Policy periodically for any changes. Changes to this Data Protection Policy are effective when they are posted on this page.