

Applixure Service Privacy Policy

Updated: November 2019

General

Applixure is committed to protect the privacy of individual persons using the Services. This Privacy Policy governs the use of Applixure service ("Service"), including any forums, technology, information, data, software and materials Applixure makes available as part of, or in connection with the Services, and helps to understand what Personal Data Applixure collects, and how such data is used.

Applixure will keep all Personal Data confidential and will not access or use Personal Data, except for providing Services or administrative or development purposes.

"Personal Data" refers to data which allows the identification of an individual person (as defined and in compliance with the European Union's General Data Protection Regulation 2016/679 and Data Protection Directive 95/46/EC).

"Non-Personal Data" refers data that cannot be used to specifically identify any individual person.

We commit to adhere to the provisions of the aforementioned legislation and other such applicable laws and regulations pertaining to processing of Personal Data.

Personal Data will not be disclosed or transferred to third parties, save for if required to do so under mandatory law provisions or to enforce the terms provided in the Terms of Service. Applixure reserves the right to use Non-Personal Data for commercial or non-commercial purposes to the third parties.

By signing up for any newsletter or other email communications, or by answering any surveys on Applixure website, you will need to provide valid email address to Applixure for communication to happen. These email addresses are processed by Applixure as part of the direct marketing communication. Applixure use 3rd parties to manage these operations.

As part of the Service registration, or later on while using the Service when adding additional Users (as defined in the Terms of Service), Users will need to provide names and email address for each of the User account. Email addresses related to the User Accounts are primarily used for system communication purposes, such as when resetting the password or for sending out messages from the Applixure Service but can be used by Applixure when communicating changes in the Service.

When entering into agreement with Applixure, you may provide Applixure or to a designated third party payment processor with payment details in order for Applixure to provide Order Confirmation and enable valid Subscription Period.

How Applixure collects information

Applixure will only collect such Personal Data that is relevant for the purposes described in this

Privacy Policy.

Personal Data is collected directly from the use of our Services. Personal data may include:

- 1) Information provided by Customer and required for the provision of our products and services, including registration information and information entered into our system when using the Services.
- 2) Otherwise provided by the Users.
- 3) Technically gathered online data, including name of the end-user and user name, and unique device identifiers, device software version numbers and identifiers.

Applixure retains the Personal Data pursuant to this Privacy Policy for the period necessary to fulfil the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. Thereafter, if the collected Personal Data is no longer needed for purposes specified in this Privacy Policy, Applixure will delete all aforementioned Personal Data in its possession within a reasonable timeframe or render it anonymous. Further, Applixure will store the following categories of Personal Data for the retention periods outlines below:

<i>Category</i>	<i>Retention period</i>
Information required for registration to our Services	During subscription term + 30 days
Technically gathered data	During subscription term +2 months
User feedback	During the Agreement + 1 calendar year

For what collected information is used

Personal data is used to:

- a) Provide the Services;
- b) Improve and personalize the Services, as well as to develop new products and services;
- c) Correspond with Users regarding customer service issues;
- d) Ensure the functioning and maintenance of the Services; and
- e) Ensure compliance with the terms applicable to the Services and this Privacy Policy.

Once information is sent to the Service from Devices, it is being handled by automated processes. These processes divide the uploaded information into two parts, as Personal Data and Non-Personal Data. Depending on the type of Customer Data uploaded, Personal Data are those parts of the said data that directly tie to customer-specific information, such as computer names or user names. Non-Personal Data is technical information from Devices that are not generally Customer specific, such as Windows version numbers, application names or are purely statistical information such as length of computer startup time.

Identifiable and Non-Personal Data are stored separately in the Service, so that all Personal Data are always associated with the environment it relates to, and so can be completely removed if Customer decides to end the use of Software and Services.

We use anonymized, statistical and/or aggregate information drawn from environments to compare environments to others using the Service, in order to provide benchmarking functionality. Use of such information will not identify the Customer, Users or any other person individually.

Protecting of Data

Applixure takes reasonable measures to protect Personal Data as the data is transferred from end-users' devices to Applixure and to protect the data from loss, misuse, and unauthorized access, disclosure, alteration, and destruction. All Applixure's personnel or subcontractors processing Personal Data are obliged to keep Personal Data strictly confidential.

The Service will be maintained on external service providers' servers with appropriate safeguards. The Service is protected by appropriate industry standard, technical and organizational safety measures. Although Applixure makes good faith efforts to store the data collected from the Services in a secure operating environment that is not available to the public, Applixure cannot guarantee the absolute security of that information during its transmission or its storage on our systems. Applixure will post a notice in the Services in case material security breach that endangers privacy or Personal Data, and, will contact affected end-users directly as provided in the applicable data protection legislation. Applixure may also temporarily shut down the Services to protect the Personal Data.

Applixure processes and stores the Personal Data using servers located physically in Finland but reserve the right to add additional geographic areas to provide Service from other locations following applicable data protection legislation. Personal Data of the EU/EEA Users and end-users will not be transferred out of the EU/EEA without a prior notice to the Customer.

Cookies

Use of the Service require the use of cookies in a browser. Applixure uses cookies to monitor sessions in the Service, browser managed text files that are stored on user computers, to deliver Applixure Service and to improve user experience while using Applixure website(s). We use this information also to detect and correct any errors in the Service, and to detect any malicious activity that may impact the use of the Service.

The information stored in the cookies never includes any confidential information, such as passwords. If you remove or block use of cookies in your browser, it may impact or prevent the correct functioning of Services and usage of Applixure website.

Applixure uses one-pixel transparent or other images embedded in our websites and/or email messages sent from Applixure, for the purpose of analyzing usage patterns and measuring the deliverability of the messages.

Any and all access to other web-based properties, including the website(s) may generate automatic log file stored data from the webserver. This information includes, but is not necessarily limited to, request originator IP address, browser used and the addresses requested.

We use also Google Analytics to analyze the visits in our Service to enable us to understand usage of the Service. Google Analytics collects and stores data such as time of visit, pages visited, time

spent on each page of our websites, and the type of operating system used in the devices used to access. You may decline the collection and storage of your data in the future and opt out at <https://tools.google.com/dlpage/gaoptout?hl=en>.

Rights of the Data Subjects and Contact Information

Right to access, correct and object

You may contact us, and we will inform what Personal Data we have collected and processed regarding you and the purposes such data are used for. You have the right to have corrected any incorrect, incomplete, outdated, or unnecessary Personal Data stored about you by contacting us.

You may object to certain use of Personal Data if such data are processed for other purposes than purposes necessary for the performance of our Services or for compliance with a legal obligation, such as direct marketing. You may also object any further processing of Personal Data after prior given consent. If you object to the further processing of Personal Data, this may lead to fewer possibilities to use our Services

Right to deletion and restriction of processing

You may also ask us to delete your Personal Data from our systems. We will comply with such request unless we have a legitimate ground to not delete the data. After the data has been deleted, we may not immediately be able to delete all residual copies from our active servers and backup systems. Such copies shall be deleted as soon as reasonably possible.

You may request us to restrict processing of certain Personal Data, this may however lead to fewer possibilities to use our website and other Services.

Right to data portability

You have the right to receive Personal Data provided by you to us in a structured, commonly used format.

How to use the rights

These rights may be used by sending a letter or e-mail to us on the addresses set out below, including the following information: name, phone number and a copy of a valid ID. We may request the provision of additional information necessary to confirm your identity. We may reject requests that are unreasonably repetitive, excessive or manifestly unfounded. In case you consider our processing activities of Personal Data to be inconsistent with the applicable data protection laws, a complaint may be lodged with the local supervisory authority for data protection.

We reserve the right to modify this Privacy Policy at any time. If we make changes to this Privacy Policy, we will post a notice in the Services along with the updated Privacy Policy. In case of affecting your rights, we will contact the Customer/Users by email (using the address you have provided in the Services).

Contact info:

Applixure Oy

Business ID: 2507933-3

Address: Arabiankatu 12, 00560 HELSINKI, Finland

Email: info@applixure.com

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