

# Aquaforest Privacy Policy

This privacy policy sets out how Aquaforest uses and protects any personal information that you provide. We have provided details on where we obtain this information and how we are using it. We have shown that we are using this information in a way that you would reasonably expect, that we are securing your data and we have outlined your rights. We have also made reference to The EU General Data Protection Regulation (GDPR)

## Background

### Personal data

The EU General Data Protection Regulation (GDPR) replaces the Data Protection Directive 95/46/EC and was designed to harmonize data privacy laws across Europe, and to protect all EU citizens from privacy and data breaches in an increasingly data-driven world.

The GDPR applies to 'personal data' meaning any information relating to an identifiable person who can be directly or indirectly identified in particular by reference to an identifier.

This definition provides for a wide range of personal identifiers to constitute personal data, including name, identification number, location data or online identifier, reflecting changes in technology and the way organisations collect information about people.

Aquaforest is committed to ensuring that your privacy is protected. Should we ask you to provide certain information by which you can be identified when using our website, and in interactions with our company, then you can be assured that it will only be used in accordance with this privacy statement.

## Outline of what data we obtain, examples of how we use it, why we need it and who has access to it

Aquaforest may gather certain information about our visitors to our Website:

### WEBSITE

#### 1. Non-personally identifiable information i.e. we cannot link the information to a named individual.

When visitors come to our web site, we collect information via Google Analytics, Mousestats and cookies. The purpose is to improve visitor experiences, ensuring website content is relevant and for research purposes relating to improving our website performance and website success. We analyse how the website is used, e.g. which pages of the web site were visited, cursor movement on a page, and which hyperlinks were "clicked", Google analytics and Mousestats collects approximate location (IP address) internet service providers, including browser information and language setting. Google Analytics will also report on type of device used e.g. pc, mobile, tablet; browser software used; operating systems used.

#### 2. Cookies

How we use cookies: A cookie is a small file which asks permission to be placed on your computer's hard drive. Once you agree, the file is added and the cookie helps analyse web traffic or lets you know when you visit a particular site. Cookies allow web applications to respond to you as an individual. The web application can tailor its operations to your needs, likes and dislikes by gathering and remembering information about your preferences. We use traffic log cookies to identify which pages are being used. This helps us analyse data about web page traffic and improve our website in order to tailor it to customer needs. We only use this information for statistical analysis purposes and then the data is removed from the system. Overall, cookies help us provide you with a better website, by enabling us to monitor which pages you find useful and which you do not. A cookie in no way gives us access to your computer or any information about you, other than the data you choose to share with us. You can choose to accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. This may prevent you from taking full advantage of the website.

#### 3. Personally identifiable information:

Aquaforest may gather personally identifiable information such as emails, name, business phone number, an indication of job role or title, associated Company name and brief associated data where relevant in order to fulfil our duties, agreements and to carry out our business. Details below:

Your email address and name will be requested and collected when you:

- a. Download any of our software for trial
- b. Download white papers or ebooks from our website

- c. Sign up to webinars
- d. Sign up to our educational emails
- e. Subscribe to an aquaforest newsletter
- f. Use our on-line chat via our website
- g. Purchase online via our website

We legitimately require a valid email address for the purposes of delivery of the software product, license activation keys, white papers, eBook's, webinar links, educational emails etc.

If you have downloaded a free trial of our software we will assume that you are interested in that product(s) and we will contact you as a part of our customer service and Technical Support to get feedback on the downloaded software, to offer you assistance with optimising the software to best suit your business needs and to offer product training, demos etc. We will inform you of updates and new releases to this downloaded product and related products. If you are no longer interested in receiving support or updates on this downloaded product you can opt out. You can choose to opt in to receive information about any of our other software products.

As part of our customer service and pre-sales processes we may follow up downloads of eBooks, webinars etc with informative emails.

### **Live Chat**

Our Live Chat service is hosted by Olark (based in the USA and covered by the Privacy Shield Agreement.) if you use the Live Chat service we will collect your name (optional), email address and the contents of your LiveChat session. You can request a transcript of your live Chat session if you provide your email address at the start of your session or when prompted at the end. We may retain the record of the live chat session to improve our customer service communications, our staff training and FAQ knowledge base as well using for product planning. We will retain pre and post sales enquiries, and partnership enquiries, recording them in our CRM, Salesforce, and following up with an email or phone call where appropriate.

### **On line purchasing**

You will be taken to a 3rd party site, a secure encrypted page, hosted by Digital River, based in the USA and covered by the privacy shield agreement. We do not get to see your entries on this page. Digital River, including its various systems and platforms, considers itself to be an independent data controller under GDPR.

<https://www.digitalriver.com/corporate-policies/> We receive an automated sales report generated by Digital River which lists purchasers entered contact details, which will be email address, business phone number, company name and address and product(s) purchased, monetary amounts and date.

### **Links to other websites**

Our website may contain links to other websites of interest. However, once you have used these links to leave our site, you should note that we do not have any control over that other website. Therefore, we cannot be responsible for the protection and privacy of any information which you provide whilst visiting such sites and such sites are not governed by this privacy statement. You should exercise caution and look at their privacy statement

### **Automated Profiling**

Aquaforest does not use automated profiling

### **Other examples of interactions with us in which we may gather personal data**

#### **When a Company becomes an Aquaforest Sales Lead or a customer, a purchaser of our software or service**

A Lead or an Account is created by us in Salesforce, a CRM with whom we have a written agreement as our Processor. We work with the Dublin, Ireland based Salesforce office.

For the purpose of carrying out our business and supporting the customer pre and post sales we have a legitimate and contractual need, to know the key people, Contact(s), to communicate with in the Company.

In the Lead or Account, we record the relevant named contact(s) with business contact email or business phone number and a business address. As well as relevant associated information, all of which is required for legitimate business reasons and will also be used for, for example:

- Transactional, contractual and/or legal reasons
- Software license delivery, license and payment record tracking
- To fulfil our support agreements and tracking of Technical Support and Support and Maintenance Cover (SMC), SMC status, SMC renewals reminders, software update information etc.
- Customer service and communications
- Internal record keeping responsibilities
- To provide Technical Support
- To better understand your Company's needs
- Provide an individualised service
- Customer service
- Market research

We would be happy to substitute another contact name if preferred and can anonymize the original contact

An analogue copy of quotes and invoices and online sales receipts are kept in a secured location within the office or secure archive location.

## **Email**

If you contact us directly by email your email address and content may be retained for as long as is legitimately necessary and may be transferred to our CRM if relevant and related to a purchase or presale discussion. Email is hosted by Cobweb based in the UK and is encrypted during transmission and at rest.

## **Technical Support**

If you contact us for Technical Support pre or post sales, details of your name, contact details, Company name and support issue and any other relevant details will be logged in Zendesk, a CRM. Zendesk is based in the USA.

Data is retained for the purposes of e.g.:

- Fulfilling Technical Support contracts
- Tracking of Technical Support
- Customer service and communications, pre and post sales
- improving our products and services
- helping improve Technical Support efficiency and effectiveness,
- Improve our FAQ knowledge base
- Assist with staff training

## **Job and work experience applicants**

The information provided by you during the application and interview process will only be used for the purpose of progressing your application, or to fulfil legal or regulatory requirements if necessary.

The information you provide will be held securely by us and/or our data processors whether the information is in electronic or analogue format.

We will use the other information you provide to assess your suitability for the role you have applied for.

We do not collect more information than we need to fulfil our stated purposes and will not retain it for longer than is necessary.

The information we ask for is used to assess your suitability for employment or work experience etc.

## **Personal Information received from Third parties**

Our Partners may refer a Lead, a potential customer, onto us and provide a named person for us to contact with their email contact details.

Our policy is that named contacts can only be accepted by us if they have; 1. Expressed Interest in our product(s) 2. Their consent has been obtained by the Partner to be referred onto us.

An Aquaforest customer/contact may wish Aquaforest to refer them onto an Aquaforest Partner, perhaps because they are based in a geographic location preferred by the contact or they provide a particular service of interest. Aquaforest will not refer contact details on unless we have their consent that they wish us to do this.

We do not release personally identifiable information about individuals without their explicit consent. We do not sell or lease your personal information to third parties.

Customers may wish to submit documents containing personal information in order to receive Technical Support. Aquaforest, as a general policy, will not process documents containing personal information. We ask that personally identifiable data is securely redacted before submitting the document to Support. However, we accept that there are specific circumstances where redaction is not appropriate, please discuss this with our support team before submitting the document. We require your written agreement for processing the Personal Data. Support will provide you with a specific email address or link to securely submit the document. The document will be automatically deleted upon completion of the support case.

Aquaforest use third party components within some of its software and will only with your explicit consent send your document onto the appropriate third party related to your Support case.

## Marketing

We require your consent to send you marketing information i.e. you have to opt in to receive marketing by email and/or by phone. You can unsubscribe at any time.

## For How long is personal information retained by us?

Personal Data is retained for as long as we have reasonable and legitimate business needs, such as recording and tracking of your software licences, financial transactions and the contact details of the end user of the licenses, SMC and SMC renewals and managing our business relationship and communications with you.

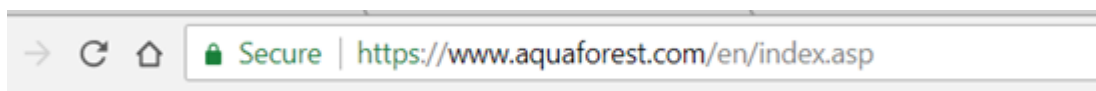
There may also be contractual and legal reasons to retain the data such as Support Agreements, NDAs and Escrows

## How personal information is protected

### SECURITY of data

We are committed to ensuring that your information is secure. In order to prevent unauthorised access or disclosure, we have put in place suitable physical, technical and organisational procedures to safeguard and secure the information we collect whether it be online, offline or analogue.

- all transactional areas of our websites are processed via a third party, Esellerate (part of Digital River) and are securely encrypted
- Our website has an SSL Cert and use https:



- We process personal data securely by means of appropriate measures.
- We have written agreements in place regarding data processing with our data processors and sub processors. This means that they cannot do anything with your personal information unless we have instructed them to do it. They will hold it securely and retain it for the period we instruct. Our Sub processors also have signed non-disclosure agreements with us.
- Access to Personal information is only granted to employees of Aquaforest based on job role and on a 'Need to know' basis. All employees have signed an NDA and Confidentiality Agreement as part of their conditions of employment to ensure customer data protection.

### Offline

- Offline your personal information is kept securely in our password protected databases and office analogue personal data is kept in a secured place within our offices

We will not transfer information, including personal individually identifiable information to a country or jurisdiction that does not have the same or equivalent data protection laws

Here is a list of processors and sub processors that we use.

**Processors:**

- |               |                       |              |                                 |
|---------------|-----------------------|--------------|---------------------------------|
| 1. Salesforce | 4. GetDrip            | 7. Microsoft | 10. Google                      |
| 2. Zendesk    | 5. Cobweb             | 8. O365      | 11. Accounting/Payroll services |
| 3. Olark      | 6. Enix (our Webhost) | 9. Dropbox   |                                 |

**Sub Processors:** IRIS Canon and BCL

We also use the services of a Controller, Digital River for online sales processing, it is an independent data controller under GDPR.

**Your Rights: ACCESS, CORRECTION, DELETION**

There is a list of rights that you, an individual, have under GDPR. Aquaforest may have legitimate, contractual or legal reasons as to why the personal data is required and we can explain which apply at the time you wish to use them.

Regarding your personal information you have the right to:

- Request access to information that Aquaforest Ltd holds on you
- You have the right to stop the use of your personal data for direct marketing activity
- Be informed about your processing of your personal information
- Rectification -You may update incomplete personal information or Correct any inaccurate information that Aquaforest has about you
- Erasure - the right to be forgotten and can request deletion of information that Aquaforest has about you
- Restrict processing
- Data portability – to move or copy your personal information
- Object to the processing of your information
- Rights in relation to automated decision making and profiling.

**Checking your identity**

To protect the confidentiality of your information, we will ask you to verify your identity before proceeding with any request you make under this Privacy Notice.

**These are our contact details:**

Aquaforest has designated a person responsible for data management, Susan Edlin, whom you can contact directly

**Email contact :** [susan.edlin@aquaforest.com](mailto:susan.edlin@aquaforest.com)

**Telephone:** +44 (0) 1296 768727

**Mail:** Midshires House, Suite 32, Midshires Business Park, Smeaton Close, Aylesbury, Bucks HP19 8HL United Kingdom

Our office is open 9am- 5pm Monday to Friday excepting UK public holidays

**Changes to this Privacy Policy**

Changes to this privacy policy If this privacy and cookie policy changes in any way, we will publish an updated version. Regularly reviewing this policy ensures that you are always aware of what information we collect, how we use it and under what circumstances, if any, we will share it with other parties

This privacy notice was last updated on May 10<sup>th</sup> 2018