

Privacy Policy

Data Categories and Intents of Data Collection

You give us the following types of personal data when you use our Services, visit one of our websites, or both:

- Data from customer accounts and registration is information you give us when you open an account with us, ask for help or technical support, or sign up for surveys, webinars, events, and whitepapers. This information normally consists of your first and last name, billing information, and a working email address. This information is necessary for us to give you the Services, to look after and support your account, and to collect payment. Our legitimate business interests in conducting business with you, your employer, or other businesses and fulfilling our contractual duties under the relevant Services agreement serve as the legal foundation for the processing of this data.
- Service Data (such as Session, Location, and Usage Information): When you use our websites and services, we receive information that you or others voluntarily provide, such as schedules and attendee lists, as well as information that is automatically logged by the website or service, such as session length, connections made, hardware, equipment, and device usage information, IP addresses, location, language preferences, operating system information, unique device identifiers, and other diagnostic data. For the purpose of offering, running, and enhancing our Services, we require this data. Our legitimate business interests in working with you, your employer, or any other customers who use our services to transact business with you, fulfill our contractual responsibilities under the relevant Services agreement, and communicate with you and your business serve as the legal foundation for the processing of this data.

We make an effort to keep the types and categories of personal data we collect from and process on behalf of our users to those that are strictly necessary to fulfill the original purpose(s) for which they were collected. We do not use personal data for any additional purposes that are at odds with the original reason(s) for collection. To put it another way, we have procedures and policies in place to guarantee that we only gather and utilize data about our users that we deem necessary to run and deliver to them an exceptional Service.

We may also use your personal data for marketing reasons if you give us permission to keep cookies on your computer or contact you for marketing purposes. The legal basis for this processing is your consent. If you currently use one of our services, for example, we may contact you for a legitimate business reason.

Application of Your Data

We use the information we gather from website visitors in the following ways: (a) to deliver and operate our Services; (b) respond to service, security, and customer support issues; (c) identify and prevent fraud, security, or other issues; (d) comply with legal requirements and administrative requests; (e) to protect our rights; (f) to maintain and improve our Services; (g) to provide analysis or valuable data; (j) present information depending on your interests; (k) perform research and analysis for company strategy and product development; (i) to the extent allowed by law, we may update, expand, and analyze our records, find new prospects

for marketing, and offer goods and services that may be of interest to you by combining, correcting, and enriching personal data that we receive from you with data about you from other sources, such as publicly accessible databases or from third parties.

Recipients

We use access controls within our company to restrict who has access to personal data based on a “need to know” basis. Your data is accessible to our customer service and technical staff, billing and financial workers, as well as members of our legal and audit departments, as required for the lawful objectives for which we process your data.

The retention of data

We don't keep your personal information in a form that makes it possible for someone to identify you any longer than is necessary for the business purposes for which it was obtained or as long as it takes to meet our legal requirements, settle disputes, and uphold our agreements.