

# Privacy Policy

Last updated May 31, 2022

This privacy notice for Analitica d.o.o. ("Company," "we," "us," or "our"), describes what personal data we collect from you when you use our services ("Services"), such as when you visit our website at <https://analitica-labs.com/> or service page at <https://hs1.analitica-labs.com> (or any website of ours that links to this privacy notice) or when you engage with us using online form or in other related ways, including any sales, marketing, or events. It explains how we use your personal data and what rights and options you have.

**Questions or concerns?** Reading this privacy notice will help you understand your privacy rights and options. If you do not agree with our policies and practices, please do not use our Services. If you still have any questions or concerns, please contact us at [info@analitica-labs.com](mailto:info@analitica-labs.com).

## Summary of Key Points

<b>Personal information that we collect from you</b>	We collect personal information that you voluntarily provide to us when you contact us using contact form on the website:
	<ul style="list-style-type: none"><li>• name</li><li>• email address</li></ul>
<b>Sensitive personal data</b>	We do not collect and process sensitive personal information.
<b>Receiving information from third parties</b>	We do not receive any information from third parties.
<b>Information from minors</b>	Our Websites and Apps are not intended for minors.
<b>How do we process your information</b>	We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent. We process your information only when we have a valid legal reason to do so.

## Information We Collect

### Personal information you disclose to us

The Analitica-labs web site (<https://analitica-labs.com/>) has enabled form using which you can contact us. The form requests your **name** and **email address** information. Providing this information is optional, but you will be unable to contact us using online form without providing the requested information. When you voluntarily submit information to us through a form on our web site or through any other way you consent to the storage and use of your information for the purpose for which it was submitted, and your information may also be used for sales.

**Sensitive Information.** We do not collect and process sensitive information.

All personal information that you provide to us must be true, complete, and accurate, and you must notify us of any changes to such personal information.

### Information automatically collected

Some information – such as your Internet Protocol (IP) address and/or browser and device characteristics – is collected automatically when you visit, use, or navigate our Services.

This information does not reveal your specific identity but may include device and usage information, which is primarily needed to maintain the security and operation of our Services, and for our internal analytics and reporting purposes.

#### The information we collect includes:

- **Log and Usage Data.** Log and usage data is service-related, diagnostic, usage, and performance information our servers automatically collect when you access or use our Services and which we record in log files. Depending on how you interact with us, this log data may include your IP address, device information, browser type, and settings and information about your activity in the Services [such as the date/time stamps associated with your usage, pages and files viewed, searches, and other actions you take such as which features you use], device event information [such as system activity, error reports and hardware settings].
- **Device Data.** We collect device data such as information about your computer, phone, tablet, or other device you use to access the Services. Depending on the device used, this device data may include information such as your IP address [or proxy server], device and application identification numbers, location, browser type, hardware model, Internet service provider and/or mobile carrier, operating system, and system configuration information.

We use this information for purposes such as administering our web site, helping to diagnose problems with our technology infrastructure, providing visitors with relevant content, and analyzing visitors' behavior to better understand their needs.

Like many businesses, we also collect information through cookies and similar technologies.

## How We Use Your Information

We process your information to provide, improve, and administer our Services, communicate with you, for security and fraud prevention, and to comply with law. We may also process your information for other purposes with your consent.

We use the **personal information** that we collect to respond to user inquiries/offer support to users. We may process your information to respond to your inquiries and solve any potential issues you might have with the requested service.

## How Long Do We Keep Your Information

We will only keep your personal information for as long as it is necessary for the purposes set out in this privacy notice, unless a longer retention period is required or permitted by law [such as tax, accounting, or other legal requirements].

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize such information, or, if this is not possible [for example, because your personal information has been stored in backup archives], then we will securely store your personal information and isolate it from any further processing until deletion is possible.

## Reasons We Share Your Information

We may share or transfer your information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.

## Compliance with Privacy Laws

Our policy complies with applicable privacy laws (EU GDPR, UK GDPR) and adheres to fair information practice principles. These principles include: notice, choice, accountability for onward transfer, security, data integrity and purpose limitation, access, and recourse, enforcement, and liability.

### GDPR and global privacy laws

If you are subject to the GDPR or other applicable privacy laws, you have the right to make certain requests about your personal data. You have the right to request access to your personal data, request that we correct your personal data so that it is accurate and up to date, or request that your personal data be restricted or removed. You may exercise these rights by contacting us at [info@analitica-labs.com](mailto:info@analitica-labs.com). You may make a request relating to your own personal data, but not data about another person. In order to comply with legal requirements to verify your identity before responding to a personal data request, we will ask for certain information including your name and email address.

You have the right to object to the processing of your personal data on the grounds that the processing is not lawful. You have the right to data portability, the right to withdraw consent to processing, and the right to lodge a complaint with a supervisory authority.

- If you are located in the EEA or UK and you believe we are unlawfully processing your personal information, you also have the right to complain to your local data protection supervisory.
- If you are located in Switzerland, the contact details for the data protection authorities are available here: <https://www.edoeb.admin.ch/edoeb/en/home.html>

You also have the right to object to the processing of your personal data for direct marketing purposes at any time and free of charge.

The General Data Protection Regulation (GDPR) and UK GDPR require us to explain the valid legal bases we rely on in order to process your personal information. As such, we rely on the following legal bases to process your personal information:

- **Consent.** We may process your information if you have given us permission [i.e., consent] to use your personal information for a specific purpose. You can withdraw your consent at any time.
- **Performance of a Contract.** We may process your personal information when we believe it is necessary to fulfill our contractual obligations to you, including providing our Services or at your request prior to entering a contract with you.
- **Legal Obligations.** We may process your information where we believe it is necessary for compliance with our legal obligations, such as to cooperate with a law enforcement body or regulatory agency, exercise or defend our legal rights, or disclose your information as evidence in litigation in which we are involved.

**Withdrawing your consent:** If we are relying on your consent to process your personal information, you have the right to withdraw your consent at any time. You can withdraw your consent at any time by contacting us at [info@analitica-labs.com](mailto:info@analitica-labs.com).

However, please note that this will not affect the lawfulness of the processing before its withdrawal, nor will it affect the processing of your personal information conducted in reliance on lawful processing grounds other than consent.

If you have any additional questions or comments about your privacy rights, you may email us at [info@analitica-labs.com](mailto:info@analitica-labs.com).

## Cookies and other Tracking Technologies

Most Web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove cookies and to reject cookies. If you choose to remove cookies or reject cookies, this could affect certain features or services of our Services. Specific information about how we use such technologies and how you can refuse certain cookies is set out in our Cookie Notice.

## Data Security

We have implemented appropriate and reasonable technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards and efforts to secure your information, no electronic transmission over the Internet or information storage technology can be guaranteed to be 100% secure, so we cannot promise or guarantee that hackers, cybercriminals, or other unauthorized third parties will not be able to defeat our security and improperly collect, access, steal, or modify your information. Although we will do our best to protect your personal information, transmission of personal information to and from our Services is at your own risk. You should only access the Services within a secure environment.

## Your Choices About Your Information

**Changing, correcting, or deleting your personal information.** Based on the applicable laws of your country, you may have the right to request access to the personal information we collect from you, change that information, or delete it in some circumstances. To request to review, update, or delete your personal information, please contact us at [info@analitica-labs.com](mailto:info@analitica-labs.com).

**Opting out of marketing and sales commercial email communications.** We may contact you for marketing or sales purposes using the information provided to us by you or on your behalf through our web site. You may choose not to receive these types of communications. To opt out, you please contact us at [info@analitica-labs.com](mailto:info@analitica-labs.com).

## Controls for Do-Not-Track Features

Most web browsers and some mobile operating systems and mobile applications include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected. At this stage no uniform technology standard for recognizing and implementing DNT signals has been finalized. As such, we do not currently respond to DNT browser signals or any other mechanism that automatically communicates your choice not to be tracked online. If a standard for online tracking is adopted that we must follow in the future, we will inform you about that practice in a revised version of this privacy notice.

## **Changes to the Privacy Policy**

We may update this privacy notice at any time. The updated version will be indicated by an updated "Last updated" date and the updated version will be effective immediately upon posting of the modified Privacy Policy. We encourage you to review this privacy notice frequently to be informed of how we are protecting your information.

## **Questions or Comments About this Notice**

If you have any additional questions or comments about this notice, please contact us at [info@analitica-labs.com](mailto:info@analitica-labs.com).

# Cookie Notice

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*Our website uses cookies to improve your browsing experience. We are using cookies for some other purposes including, but not limited to, market research and improving the content of our web site.*

*We only use the cookies that are categorized as necessary and are stored on your browser as they are essential for the working of basic functionalities of the website. Necessary cookies are absolutely essential for the website to function properly. These cookies ensure basic functionalities and security features of the website, anonymously.*

*Below are listed all the cookies together with the information on how long they will be stored on your computer.*

Cookie Name	Purpose	Expiration
cookielawinfo-checkbox-advertisement	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Advertisement" category .	1 year
cookielawinfo-checkbox-analytics	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Analytics" category .	1 year
cookielawinfo-checkbox-functional	The cookie is set by the GDPR Cookie Consent plugin to record the user consent for the cookies in the category "Functional".	1 year
cookielawinfo-checkbox-necessary	Set by the GDPR Cookie Consent plugin, this cookie is used to record the user consent for the cookies in the "Necessary" category .	1 year
cookielawinfo-checkbox-others	Set by the GDPR Cookie Consent plugin, this cookie is used to store the user consent for cookies in the category "Others".	1 year
cookielawinfo-checkbox-performance	Set by the GDPR Cookie Consent plugin, this cookie is used to store the user consent for cookies in the category "Performance".	1 year
CookieLawInfoConsent	Records the default button state of the corresponding category & the status of CCPA. It works only in coordination with the primary cookie.	1 year