

# InnoTivum Data Privacy Policy

Protecting your personal data is important to us.

InnoTivum supports its customers and the product management community at large through the provision of relevant information and our training and consulting offerings. This data privacy policy shall help you understand what data we collect, how we collect it, why, and what we do with it.

**Responsible operator** - in the following denoted as *InnoTivum* - of this website is

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## Use of Personal Data

InnoTivum collects only the necessary information about you, such as name, address, and email address (“personal data”). We will not store or collect personal data unless you have provided it to us voluntarily.

InnoTivum cooperates with Red Box Business Support Ltd, Great Britain (<https://www.redboxbusinesssupport.com/>) for assistance and administration. Red Box is contractually committed to work according to this data privacy policy.

We will not sell, rent or market your personal data to third parties without your permission to do so. The information you provide will not be shared with outside parties except as required by law.

## Access Data / Server Logfiles

InnoTivum or its web hosting service provider, respectively, collect data about every access to the website (so-called *server log files*). This access data includes: Name of the called web page, file, date and time of the access, transferred data volume, notifications on successful invocation, browser type and version, the user’s operating system, referrer URL (i.e., the web page visited previously), IP address, and the requesting provider.

InnoTivum uses the logged data only for statistical analyses in order to operate and improve the website and its services. InnoTivum reserves the right to analyze the stored data, when there are specific indications of unlawful usage of the website.

## **Contacting Us**

When a user contacts InnoTivum, for instance by email or using a contact or registration form, InnoTivum stores the user's information in order to process the request, or for being able to answer the user's follow-up questions.

## **Newsletter**

InnoTivum sends newsletters that inform users about specific topic areas and about offers.

Users who want to receive newsletters must provide a valid email address and additional information through a link to Mailchimp. This information enables InnoTivum to validate that the user actually possesses the email address, and that the user agrees with receiving the newsletter. InnoTivum may enquire additional information that is exclusively used to tailor newsletter contents according to the user's preferences. Examples include language preferences, regional preferences for event announcements, and topic areas of special interest. InnoTivum uses these data only for providing its newsletter service. InnoTivum does not share this information with other parties.

When a user registers for a newsletter, InnoTivum stores the user's IP address and the registration date. This data shall enable InnoTivum to prove when a third party makes unauthorized use of the user's email address and registers for the newsletter without the user's knowledge.

The user can unsubscribe from the newsletter at any time using a link in the newsletter postings, or by sending a message to InnoTivum's contact address above.

## **Integration of Third-Party Services and Content**

InnoTivum may integrate third-party services and content into his website and associated services. Examples are YouTube videos, Google Maps services, RSS feeds, or graphics from other websites. This integration always requires that the providers of these other services and content (in the following denoted *third-party providers*) recognize the IP address of the user. Because without IP address they could not send their content to the user's browser. This means that the IP address is required for displaying these contents and for providing these services.

InnoTivum strives to integrate only those contents and services whose third-party providers use the user's IP address solely for sending their services and contents. However, InnoTivum has no bearing on a third-party's use of IP addresses. As far as InnoTivum is aware of such additional data uses by third-party providers, we inform the user.

## **Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also

transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

### **LinkedIn Tagging**

This website uses LinkedIn Insight Tagging, a web analytics service provided by LinkedIn Ireland Unlimited ("LinkedIn"). The LinkedIn Insight Tag creates a unique LinkedIn browser cookie on a visitor's browser and enables the collection of the following data for that cookie: metadata such as IP address, timestamp, and page events (like page views). This data is used for measuring conversions of LinkedIn Ads in line with LinkedIn's data privacy policy described here: <https://www.linkedin.com/legal/privacy-policy>. By using this website, you consent to the processing of data about you by LinkedIn in the manner and for the purposes set out above.

### **Mail Chimp**

For our newsletter, we use the technical service provider MailChimp, which handles the processing of our data. MailChimp is a service of The Rocket Science Group, LLC d / b / a MailChimp, 512 Means St Suite 404, Atlanta, GA 30318, USA ("MailChimp"). Data privacy information of of The Rocket Science Group can be looked up here: <https://mailchimp.com/legal/privacy/>. The Rocket Science Group LLC d/b/a MailChimp is certified under the privacy shield agreement thereby offering a European data privacy standard (<https://www.privacyshield.gov/participant?id=a2zt0000000TO6hAAG&status=Active>).

MailChimp may collect personal information, such as distribution lists, which contain email addresses, and other information relating to those email addresses.

For success measurement of newsletters, MailChimp stores information about browser, system, IP address, time of opening the newsletter and time of accessing a link within the newsletter. This information can technically be associated with the receiver of the newsletter. However, it is not our goal to monitor individual receivers. Our interest is to understand reading behaviour of our readers to improve the newsletter service.

### **Cancellation, Modification, Amendment, Update**

The user is entitled to request at no cost from InnoTivum information about the personal data stored about her or him. The user has the right to request correction of inaccurate data, and to request blocking and cancellation of his or her personal data, provided the data does not have to be preserved for legal reasons.

### **Date of publication**

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