

Privacy Policy

for Keyline MIS

Protecting your privacy and personal data is important to us and is our highest priority.

Therefore, we would like to explain how and when we store your personal data.

The use of the Keyline website is possible without having to provide any personal data, but this may not always be the case, as discussed in detail below. This applies in particular to the use of the Keyline software, which is offered as software-as-a-service (SaaS) via your web browser.

Your personal data (e.g. name, address, email address, telephone number, etc.) will be processed by us in accordance with German data protection laws, in this case the Federal Data Protection Act (BDSG) and the Telemedia Act (TMG).

The following regulations inform you about the nature and scope of the personal data we collect, process, and use and for what purpose.

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Cookies

For our part, we use so-called cookies to recognise the multiple use of our offer by the same user/internet connection owner. Cookies are small text files that are stored on your computer and saved by your browser. They serve to make our website more user-friendly, efficient and secure. These are typically referred to as so-called "session cookies", which are deleted after the end of your visit.

These cookies do, in some cases, also contain information that allows our servers to recognise you when you return to our site. This is based on the IP address data stored in the cookie. The information obtained in this way is used to improve our services and to allow you easier access to our site.

You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please be advised that if you opt out of using cookies you may not be able to use all the features of this website.

Server data

For technical reasons, the following data sent by your internet browser to us or to our webspace provider will be collected in server log files:

- Browser type and version
- Operating system
- Website from which you visit us (referrer URL)
- Websites you visit
- Date and time of access
- Your internet protocol (IP) address.

This anonymous data is stored separately from any personal data you may submit and will not be traced back to a specific person. It is used for statistical purposes to improve our website and our offers.

The data that you voluntarily disclose when using Keyline on our server will only be collected, processed, or used according to your instructions.

Registration function

We offer you the opportunity to register on our website. The data entered during the registration process in the registration form will be collected and stored for our exclusive use. By registering on our site, we will also collect your IP address and the date and time of your registration. This will be used in case a third party misuses your email address to register without your

knowledge. This data is not transferred to third parties. We will not compare the data collected during newsletter registration with any other data that might be collected by other components of our site.

Newsletter

We offer you the opportunity on our website to subscribe to our newsletter. We use this newsletter to provide you with regular updates about our offers. To receive our newsletter, you will need a valid email address. By registering for the newsletter, we will save your IP address and date and time of registration. This will be used in case a third party misuses your email address to subscribe to our newsletter without your knowledge. Further data is not collected. The data collected will be used exclusively for the distribution of our newsletter. This data is not transferred to third parties. We will not compare the data collected during newsletter registration with any other data that might be collected by other components of our site. You can cancel your subscription at any time. For details, please refer to each newsletter.

We use MailChimp and other services to send our newsletter. MailChimp is a service provided by The Rocket Science Group, LLC, 512 Means Street, Suite 404, Atlanta, GA 30318, USA.

Your data stored in the newsletter login (e-mail address; name, IP address, date and time of your registration) are transferred to a server of The Rocket Science Group in the USA and stored there.

For more information on the MailChimp privacy policy, please visit:

<http://mailchimp.com/legal/privacy/>

Customer service & chat

On a regular basis, we will disclose your name, email address, and possibly your IP address to provide customer service, to send emails, and for statistical purposes to the following service providers:

INTERCOM, INC.

98 Battery Street, Suite 402,
San Francisco, CA 94111 USA

We do this in order to improve our service and to process your support requests quickly and efficiently. The Intercom.io Inc. privacy notice can be found at <https://docs.intercom.io/pricing-and-terms/intercom-inc-privacy-policy>

Use of Google Analytics with anonymisation function

Our website and Keyline apps use Google Analytics, a web analytics service provided by Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA., hereinafter referred to as "Google". Google Analytics uses so-called "cookies", which are text files that are stored on your computer and enable an analysis of how you use the website.

The information generated by these cookies about your use of this website (including IP address) is transmitted to a server of Google, Inc. in the US and stored there.

We use Google Analytics with the "_gat._anonymizeIp" extension. Your IP address will be truncated by Google within the Member States of the European Union or in other Parties to the Agreement in the European Economic Area.

Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for us, and providing other services relating to website activity and internet usage. Google may also pass this information on to third parties insofar as the law requires this or if third parties process the data 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 be advised that if you opt out of using cookies you may not be able to use all the features of this website.

Use of Google Adwords

We use the Google Adwords advertising tool on our website. In this context, we use the conversion tracking analytics service provided Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043 USA, hereinafter "Google". When you click an ad delivered by Google, a cookie for conversion tracking is stored on your computer. These so-called cookies used as part of the conversion tracking expire after 30 days, do not contain any personal data, and are not used for personal identification. If you visit certain pages within our website and the cookie has not yet expired, we and Google can recognise that you have clicked the ad and have been directed to that page.

The information gathered by this conversion cookie helps generate visit statistics for Google. We also learn the total number of users who clicked on our ad and also which pages of our Web site has been accessed by each user. The advertisers do not, however, obtain any information that can be used to identify users personally.

The relevant privacy policy of Google can be found here: <https://services.google.com/fh/files/misc/sitestats/de.html>

Information, revocation, cancellation

If you have any questions regarding the collection, processing, or use of your personal information, or to request that your data be disclosed, corrected, blocked, or deleted, or to revoke consent, please contact us. You also have a right to correct inaccurate data, delete or block your personal data insofar as they are not required for fulfilment of the Contract, and deletion is not contrary to any legal obligation to retention.

Last updated: 27 April 2020