

› DataLong16 ONLINE PRIVACY POLICY

This Privacy Statement is effective as of 25 May 2018.

ATTENTION: PLEASE READ THIS PRIVACY POLICY CAREFULLY BEFORE USING THIS WEBSITE. YOUR USE OF THIS WEBSITE INDICATES THAT YOU ACCEPT THIS PRIVACY POLICY.

At **SOCIEDAD ESPAÑOLA PARA EL INTERNET DE LAS COSAS SL**, (hereinafter “**DATALONG16**”), we recognise the importance of protecting your personal information and are committed to processing it responsibly and in compliance with applicable data protection laws.

This Privacy Statement describes DATALONG16's general privacy practices that apply to personal information we collect, use and share about consumers and other individuals within our clients, business partners, supplier and other organisations with which DataLong16 has or contemplates a business relationship.

We may provide additional or more specific information on the collection or use of personal information on websites or related to a specific product or service.

1. Privacy Policy

When you (hereinafter “**YOU**”) use DATALONG16's websites, fill in any form supplied by DATALONG16 or deliver your business card to any of our employees, YOU consent to the use of your personal information by us in the manner specified in this Privacy Policy. This Policy may change periodically, therefore we strongly recommend that YOU should check back from time to time to stay up to date.

All references made in this Privacy Policy to specific Articles shall be deemed made to Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016, on the protection of natural persons with regard to the processing of personal data and on the free movement of such data (hereinafter “**Regulation**”).

2. Personal Data Collection

Following the Regulation and Spanish Regulations on Data Protection, DATALONG16 hereby informs its Customers and websites users (collectively, “**Users**”) that any personal data supplied shall be recorded in an automated file named “**CUSTOMERS**” for which DATALONG16 is the **Controller** and it is located at DATALONG16's registered address at Edif Eurocenter. Ronda Europa, 60. 5^o-1^o - 08800-Vilanova i la Geltrú – Barcelona – España.

The Processor and the Controller are the following: a) Amazon Web Services Inc., located at EU (Ireland), only for purposes of storing personal data is the **Processor**; and b) DATALONG16, located at EU (Spain), for the purpose of managing the data bases is the **Controller**. All personal data are sent encrypted to Amazon.

By filling any form in DATALONG16's websites, Users **consent**: (i) to the processing of their personal data by DATALONG16 for the purposes mentioned below; (ii) to receive promotional offers of DATALONG16's and its suppliers and partners' Products and Services; and (iii) to the fact that DATALONG16 may make such data available to its partners or suppliers to the sole purpose of enabling service provision.

3. USER´S rights (Articles 12 to 22):

Any request by Users in connection with their rights mentioned below, shall be answered by DATALONG16 within a month.

3.1. Transparency and Information (Articles 12-14):

- a. **What type of personal data do we collect?:** the forms on our websites can collect information such as; name, email address, phone number, title or role, experience and education. Disclosure of these data might be compulsory for making any requests through our websites. DATALONG16 does not collect any **sensitive data** (Articles 9&10) from Users through the forms on its websites. Please refer to DATALONG16´s [Standard Sales - Terms and Conditions for Products](#) to learn about collection and processing of Customer´s data.
- b. **Why do we collect your personal data?** DATALONG16 warrants that the **purposes** of this personal data processing shall be lawful at all times, namely: (a) to provide You access to DATALONG16´s websites, marketplaces, products and services; (b) to respond to Your requests for information; (c) to send You information on DATALONG16´s products and services; (d) to allow those of our partners who help us provide and improve our products and services, send You tailored information on related products or services, or provide you access to additional services; (e) for R&D purposes, allowing DATALONG16 develop new products and services or improve the existing ones; (f) to collect YOUR consent to the terms of use of forums and other sections in DATALONG16´s websites; and (g) if applicable, to consider Your application for employment with us.
- c. **What do we do with your personal data?** Our **processing** shall be the following:
 - Collection, always with your consent, either by filling our forms, by delivering your business card to any of our employees, or by entering a contractual relationship with DATALONG16 by purchasing our products and/or services. DATALONG16 shall not process any personal data not directly obtained from YOU. Any User feeling that his/her personal data have been disclosed to us without his/her consent, may contact us to ascertain the source from which his/her personal data originate, and to exercise any of the rights mentioned below. DATALONG16 reserves its right to exclude from any service for which prior registration is required, any User having provided false or inaccurate data, notwithstanding any other legal action to which DATALONG16 may be entitled.
 - Storage: our supplier is Amazon Web Services Inc., whose servers are located in Ireland. As already mentioned, our data bases are sent encrypted to Amazon.
 - Structuring of Users data by market, product, service, etc.
 - Pseudonymisation meaning the processing of personal data in such a manner that the personal data can no longer be attributed to a specific data subject without the use of additional information, provided that such additional information is kept separately. This is what we do with any data concerning health and obtained through specific products and services, which are obtained only to provide Specific Customers access to their historical.
 - Profiling: DATALONG16 shall not make any profiling by using personal data.
 - Disclosure by transmission to some of DATALONG16´s service providers or partners (Recipients), who help us provide the services you enjoy by using our websites or purchasing our products and services.

- Cross-border transfer: Cross-border transfer of data may exist, as DATALONG16's service providers and partners may be either in the European Union or in third countries, always within a Privacy Shield Framework
 - Consultation and use by DataLong16, for the purposes explained above.
 - Restriction, erasure or destruction, as per your request, or when the term of data processing, as explained below, comes to an end.
Personal data shall be processed by using the security measures requested by the Regulation to avoid any personal data breach (meaning a breach of security leading to the accidental or unlawful destruction, loss, alteration, unauthorised disclosure of, or access to, personal data transmitted, stored or otherwise processed). Users may nevertheless be aware of the fact that the existing security measures for computer systems on the Internet are not entirely trustworthy.
- d. **How long is the duration for storing your personal data:** personal data will be stored for the period strictly needed to serve the purposes described above and in connection with each kind of processing, for instance: (i) for the term of the contractual relationship entered with DATALONG16 and six years following its termination, according to Spanish Accountancy Regulations; (ii) as long as YOU do not exercise your right to erasure; (iii) for six years after your last statement of interest.
- e. **How can YOU exercise your rights?** Please contact DATALONG16 by email (marketing@datalong16.com) or at the following address: **SOCIEDAD ESPAÑOLA PARA EL INTERNET DE LAS COSAS SL** (DATALONG16), Edif Eurocenter. Ronda Europa, 60. 5º-1º - 08800-Vilanova i la Geltrú – Barcelona – España. Users may request at any time access to and rectification or erasure of personal data or restriction of processing concerning their data, as well as data portability; Users may, at any time, withdraw consent without affecting the lawfulness of processing based on consent before its withdrawal; Users may at any time lodge a complaint with the Spanish Agency on Data Protection (www.agpd.es) or with any other Supervisory Authority.

3.2. Right of Access (Article 15)

Users shall have the right to obtain confirmation as to whether or not personal data concerning him or her are being processed, and, where that is the case, access to their personal data. DATALONG16 shall provide a copy of the personal data undergoing processing. For any further copies requested by User, DATALONG16 may charge a reasonable fee based on administrative costs. Where User makes the request by electronic means, the information shall be provided in a commonly used electronic form.

3.3. Right to Rectification and Erasure ('right to be forgotten', Articles 16-17)

Users shall have the right to obtain from DATALONG16 without undue delay the rectification of inaccurate personal data concerning him or her, and to have incomplete personal data completed, including by means of providing a supplementary statement.

Users shall also have the right to obtain from DATALONG16 the erasure of personal data concerning him or her without undue delay, in the circumstances set forth in Section 17 of the Regulation.

3.4. Right to restriction of processing (Articles 18-19)

Users shall have the right to obtain from DATALONG16 restriction of processing in the circumstances set forth in section 18 of the Regulation.

3.5. Right to data portability (Article 20)

Subject to the restrictions in Section 20 of the Regulation, Users shall have the right to receive their personal data in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided, where: (a) the processing is based on consent previously granted; and (b) the processing is carried out by automated means.

In exercising his or her right to data portability Users shall have the right to have the personal data transmitted directly from one controller to another, where technically feasible.

3.6. Right to object and automated individual decision-making (Articles 21-22)

Users shall have the right to object at any time to processing of personal data for direct marketing purposes, for scientific or historical research purposes or statistical purposes pursuant to Article 89(1) of the Regulation.

Moreover, and subject to the limitation in Section 22 of the Regulation, Users shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.

4. Website navigation and Cookies

By navigating on DATALONG16's websites you accept our use of "Cookies", unique identifiers that we transfer to your device to enable our systems to recognise your device and to:

- Identify you when you sign-in to our sites, allowing us to provide you with product recommendations and display personalised content;
- Deliver content, including advertisements, relevant to your interests on our sites;
- Conduct research and diagnostics to improve DATALONG16's content, products and services;
- Prevent fraudulent activity;
- Improve security.

Cookies are text files containing small amounts of information which is downloaded to your hard disk or to your browser's memory when you visit one of DATALONG16's sites. Cookies are useful because they help arrange the content and layout of our sites and allow us to recognise those computers or other devices that have been to our sites before. Cookies do many different jobs, such as allowing our websites to remember your preference settings and helping us to enhance the usability and performance of our sites and your experience using them.

Our sites also may contain electronic images known as web beacons – sometimes called single-pixel gifs – that allow us to count the number of users who have visited specific pages. We may include web beacons in promotional email messages or newsletters in order to determine whether messages have been opened and acted upon.

We use mobile analytics software to allow us to better understand the functionality of our Mobile Software on your phone. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where the application was downloaded from. We do not link the information we store within the analytics software to any personally identifiable information you submit within the mobile application.

Cookie categories

The type of cookie that may be used on DATALONG16's sites can be put into 1 of 4 categories: Strictly Necessary, Performance, Functionality & Profile and Advertising.

1. Strictly Necessary Cookies

These cookies are essential, as they enable you to browse our sites and use their features, particularly in connection with information searches and order placement. Without these cookies, services you have asked for cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you have been on the internet. An example of a strictly necessary cookie is a "shopping basket cookie," which is used to remember the products that you wish to purchase when you add products to your shopping basket or proceed to checkout.

2. Performance Cookies

These cookies collect information about how you use our sites, for example which pages you navigate most often and if you get any error messages from certain pages. These cookies collect only anonymous information that is used to improve how our sites work.

These cookies are not used to target you with online advertising. Without these cookies we cannot learn how our sites are performing and make relevant improvements that could improve your browsing experience. Examples of performance cookies that our sites use include Google (see further description below).

3. Functionality & Profile Cookies

These cookies allow our sites to store information that you provide such as your site language preferences and to store technical information useful for your interactions with our sites. For instance, they remember your user ID and elements of your user profile. They also ensure that your experience using the sites and DATALONG16's marketing efforts are relevant to you. They may also be used to provide services you have asked for such as watching a video or commenting on a blog. The information these cookies collect may be anonymous and they cannot track your browsing activity on other websites.

Without these cookies, a website cannot remember choices you have previously made or personalise your browsing experience. For example, we use a cookie to store your language preferences, which allows us to present you with product search results in the correct language, and we use a cookie to store your choice about the appearance of the cookie information banner that we display on our sites. This cookie will help us remember your choice about the appearance of the cookie information banner when you subsequently visit the same site where you made your choice about the banner and any other DATALONG16 sites with the same domain or the same top-level domain.

4. Advertising Cookies

These cookies may be used to deliver advertisements that are more relevant to you and your interests. They may also be used to limit the times you see an advertisement as well as help to measure the effectiveness of the advertising campaign. Although these cookies may track your visits to other websites, they do not usually know who you are.

Without these cookies, online advertisements you encounter will be less relevant to you and your interests.

Setting your cookie preference

You have the ability to accept or decline cookies. Most internet browsers automatically accept cookies, but you can usually modify your browser settings to decline cookies or to notify you when a cookie is being placed on your computer. If you choose to decline cookies, you may not be able to fully experience the features of DATALONG16's sites or other websites that you visit.

Our use of web analytics

DATALONG16 uses industry standard web analytics to track visits to our sites. These analytics are provided by Google Analytics. The information generated by the cookie about your use of our sites (including your IP address) will be transmitted to and stored by Google on their servers. Google will use this information for the purpose of evaluating your use of our sites, 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 opt out of web analytics by installing these tools on your computer.

[Google Analytics Opt Out Browser Add-on Link](#)

Do-Not-Track Signals and Similar Mechanisms

Some web browsers may transmit “do-not-track” signals to the sites with which the user communicates. Because of differences in how web browsers incorporate and activate this feature, it is not always clear whether users intend for these signals to be transmitted, or whether they even are aware of them. There currently is disagreement, including among participants in the leading internet standards-setting organisation, concerning what, if anything, websites should do when they receive such signals.

DATALONG16 currently does not take action in response to these signals. If and when a final standard is established and accepted, DATALONG16 will reassess how to respond to these signals.

YOU may visit DATALONG16’s websites without disclosing your identity or any personal data, unless YOU voluntarily choose to disclose such information by filling the forms in our websites.

DATALONG16’s servers may only collect domain names and IP addresses but not email addresses of their visitors. This kind of information is used to elaborate reports on visit statistics, the time spent on our websites, websites accessed, the general origin of visitors (through “favourites”, search engines, links from other websites, etc.) to the sole purposes of getting information on how our websites are used and improving their contents and services.

DATALONG16’s websites may provide links to other sites but DATALONG16 assumes no liability on the privacy policies adopted by the linked sites, directly or indirectly. Links to other sites are provided as a suggestion only and do not imply DATALONG16’s warranty or liability concerning their quality, accuracy or contents of the information provided therein.

DATALONG16 does not warrant the veracity or accuracy of the information disclosed by its suppliers, partners, developers or third parties whose products or services are offered through DATALONG16’s websites, their origin, ownership or the use or practical implementation made by Users.