



UbiOps Privacy Policy

Dutch Analytics B.V.

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UbiOps Privacy Policy

This Privacy Policy describes how Dutch Analytics collects, protects and uses personal information you provide as a user of our UbiOps service. Any information you provide when using our UbiOps service will only be used in the ways described in this document. This Privacy Policy will explain what type of data and information is collected, how this data is stored, secured and how personal data is processed when making use of UbiOps.

We gather and use certain information about individuals in order to provide products and services and to enable certain functions on this website. We also collect information to better understand how visitors use this website. Dutch Analytics ensures best possible experience.

What data do we collect

We may collect the following information:

- Name
- Contact information, including email address
- Your IP address
- Usage data of the UbiOps service
- Other information relevant to customer support or billing purposes based on forms posted on the service or support portal (job position, company size, etc.)

We use third-party services such as Google Analytics to collect usage data when using UbiOps. Read more about these services below by the third-party disclosure part.

What data do we not collect

We will never collect or analyze any data related to model code, request data or log data other than necessary for the essential technical functioning of our platform. Or when providing customer assistance in response to a support ticket.

How we use this data

Collecting this data is necessary for billing, support and enabling us to deliver improved products and services. Specifically, we may use data:

- To improve the UbiOps platform and other products and services we provide
- To contact you in response to a support request
- To manage billing and contracting
- To provide personalized advice, support and guidance on our products and services

Further usage of the data is explained under the cookies tab, where we specifically detail the type of information gathered and used during the website visit and later in our website and service improvement processes.



Security

We will always handle and store data conform the latest security standards.

We never download data from these third-party services and we do not store them on personal computers. We only use trusted third-party services (such as Google Analytics) and ensure that all data stored on the server of these service providers is protected. We follow stringent procedures to ensure we work with all personal data in line with the latest version of the General Data Protection Regulation (GDPR).

How do we store your data?

If the data needs to be stored, it will be not stored for longer than it is necessary. The third-party services we use are detailed under the tab Third-party disclosure. You always own the right to forbid us to process your data for marketing purposes. If you wish to opt out from such marketing emails or calls, please go to the tab User's marketing preferences.

Cookies and how do we use them

A cookie is a small file placed on your computer's hard drive. It enables the UbiOps webapp to identify your computer as you view different pages on our website. Cookies allow websites and applications to store your preferences in order to present content, options or functions that are specific to you. They also enable us to gather and aggregate information like how people use the UbiOps service and what pages they tend to visit. The specific cookies we use within the UbiOps webapp are detailed under the Third-party disclosure tab.

Why do we use cookies

We may use cookies to:

- Analyse traffic and usage data from the UbiOps platform. Aggregated usage data helps us improve the service and user interface structure, design, content and functions.
- Test content on our service. For example, 50% of our users might see one content item, the other 50% a different item for testing purposes.
- To ensure the best possible user experience.

Cookies do not provide us with access to your computer or any information about you, other than the information you choose to share with us.

Controlling cookie preferences

You can use your web browser's cookie settings to determine how our website uses cookies. If you do not want our website to store cookies on your computer or device, you should set your web browser to refuse cookies. However, please note that doing this may affect how the UbiOps webapp functions. Some pages and parts of the service may become unavailable to you. Unless you have changed your browser to refuse cookies, our website will issue cookies when you visit it.



Third-party disclosure

The following third-party tools and services are used that might collect user information:

Google Analytics

We make use of Google Analytics to collect data on user interaction with UbiOps webapp. This in order to optimize the user experience of UbiOps and related products. Google Analytics may collect among other things data on the duration of your session, pages visited and your location based on your IP address.

To prevent your data being used by Google Analytics look at Google Analytics Opt-out Browser Add-on: <https://tools.google.com/dlpage/gaoptout>

Appcues

We make use of Appcues to provide users with functionality to get automated product tours through our UbiOps webapp and to follow predefined tutorials in order to help users in getting more acquainted with the UbiOps platform.

Appcues uses cookies that gather information for this purpose. This information may include data about actions performed by a user in UbiOps and data on the progress of a user in the different tutorials and action flows.

Links from our website

Our website may contain links to other websites. Please note that we have no control of websites outside the ubiops.com or dutchanalytics.com domains. If you provide information to a website to which we link, we are not responsible for its protection and privacy.

User's marketing preferences

The information you provide on our website, such as email address, phone number, social media can be used to contact you according to your marketing preferences. This means enquiries to special requests or offering services/products you might be interested in.

You can opt out of any email or text marketing by clicking on the unsubscribe links. If you receive a marketing phone call from us, you can ask the person directly to opt you out if you wish. You can also contact us (info@dutchanalytics.com or calling +31 (0)70-7920091) and request opt out.

Contact us

If you have any questions about this privacy notice, please email to info@dutchanalytics.com or write to Dutch Analytics, Wilhelmina van Pruysenweg 104, 2595AN, The Hague, The Netherlands or call us at +31 (0)70-7920091.

General notice: *Always be wary when submitting data to websites. Read the site's data protection and privacy notices fully. If you are not sure about your GDPR-related rights within the European Union, please visit Europa.eu for more information.*