

# PRIVACY POLICY

Updated November 13, 2023.

This document ("**Privacy Policy**") for Maxpho SRL ("**Maxpho**", "**we**," "**us**," or "**our**") details how and why we might collect, store, use, and/or share ("**process**") your information when you engage with our **Services**.

This encompasses instances when you:

- Browse our website at <https://www.maxpho.com>, or any of our websites that this Privacy Policy is linked to.
- Interact with us in other related ways, which may include sales, marketing, or events.

DO NOT SHARE ANY INFO WITH US IF YOU DO NOT RESPECT THE FOLLOWING CRITERIA: (A) YOU MUST BE A PROFESSIONAL IN POSSESSION OF A EUROPEAN VAT NUMBER, (B) YOU MUST BE OF LEGAL AGE, THAT IS AT LEAST 18 YEARS OLD, AND (C) YOU ARE NOT A DIRECT OR INDIRECT COMPETITOR OF MAXPHO.

If you have any questions or concerns, reviewing this Privacy Policy will help you understand your privacy rights and choices. If you do not agree with our policies and practices, we recommend that you not use our Services.

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# 1. Types of information we Collect

## **Personal information you share with us**

We gather the personal information that you voluntarily offer when you show interest in acquiring information about us or our products and Services, when participating in activities on the Services, or when you reach out to us. The personal information we collect is influenced by the context of your interactions with us and the Services, the choices you make, and the products and features you utilize.

This personal information may comprise:

- Names
- Phone numbers
- Email addresses
- Postal addresses
- Communication preferences
- Billing addresses
- Company names

We process certain categories of sensitive information when required, with your consent, or as allowed by law, including:

- Geolocation

You must ensure that all personal information you provide to us is accurate, complete, and up-to-date, and you must inform us of any changes to such personal information.

## **Information automatically collected**

When you visit, use, or navigate the Services, we automatically collect certain information. This information does not disclose your specific identity (like your name or contact information) but may include device and usage data, such as IP address, browser, and device characteristics, operating system, language preferences, referring URLs, device name, country, location, and other technical information. This information is needed for maintaining the security and operation of our Services, as well as for our internal analytics and reporting purposes.

We also collect information through cookies and similar technologies, as many businesses do. You can learn more about this in our Cookie Notice:

<https://wcdn.maxpho.com/terms/en/Cookie-Policy.pdf>.

The information we collect includes:

- Log and usage data, which is service-related, diagnostic, usage, and performance information our servers collect automatically when you access or use our Services. This is recorded in log files and may include your IP address, device information, browser type, and settings, and information about your activity in the Services, such as timestamps, pages viewed, searches, and other actions you take.
- Device data, which includes information about the computer, phone, tablet, or other devices you use to access the Services. This may include information such as IP address (or proxy server), device identification numbers, location, browser type, hardware model, internet service provider and/or mobile carrier, operating system, and system configuration.
- Location data, which includes information about your device's location, which can be either precise or imprecise. The amount and type of location data we collect depend on the type and settings of the device you use to access the Services. We may use technologies like GPS to collect geolocation data that tells us your current location (based on your IP address). You can opt-out of allowing us to collect this information either by refusing access to the information or by disabling your location setting on your device. However, if you choose to opt-out, you may not be able to use certain aspects of the Services.

## 2. Our methods for processing your data

Based on your interaction with our Services, we process your personal data for reasons including:

- To provide and facilitate the provision of services to the user. Your data may be processed to deliver the service you have requested.
- To address user questions and provide user support. Your data may be processed to respond to your queries and resolve any issues you may encounter with the services provided.
- To send you administrative information. Your data may be processed to send you information regarding our products and services, updates to our terms and conditions, policies, and other related communications.
- To process and manage your orders. We process your data to fulfill and manage your orders, payments, refunds, and exchanges conducted via the Services.
- To facilitate user-to-user communications. If you opt to use any of our features that allow communication with other users, we will process your information accordingly.
- To solicit feedback. We may process your data when it is necessary to request your feedback and to contact you about your use of our Services.
- To send marketing and promotional communications. With your permission and according to your marketing preferences, we may process your personal data for marketing purposes. You have the ability to opt out of our marketing communications at any time. For more details, please refer to the article 11 (Your privacy rights explained) section below.
- To provide targeted advertising. We may process your data to create and present customized content and advertisements that are suited to your interests, location,

and other preferences. For additional details, refer to our Cookie Notice:

<https://wcdn.maxpho.com/terms/en/Cookie-Policy.pdf>.

- To evaluate the effectiveness of our marketing and promotional efforts. We process your data to enhance our understanding of how to deliver marketing and promotional initiatives that are more pertinent to you.
- To protect an individual's crucial interests. We may process your data when it's essential to safeguard an individual's vital interests, such as for harm prevention.

### 3. Details on the Processing of Personal Data

Personal Data is collected for the following purposes using the following services:

#### **Heat Mapping and Session Recording**

Heat mapping services are used to determine the areas of this Application that users interact with most frequently, in order to detect which areas attract the most interest. These services allow the monitoring and analysis of traffic data and are used to track user behavior. Some of these services may record sessions and make them available for later viewing.

##### **Hotjar Heat Maps & Recordings (Hotjar Ltd.)**

Hotjar is a heat mapping and session recording service provided by Hotjar Ltd.

Hotjar respects generic "Do Not Track" headers. This means that the browser can instruct the script not to collect any User Data. This setting is available in all major browsers. More information on opting out from Hotjar can be found [here](#).

Personal Data processed: Usage Data; IP address; Tracking Tools.

Processing location: Malta

Categories of personal information collected according to the CCPA: identifiers; information on the internet or other network activities.

#### **Interaction via Forms**

Web forms, commonly known as HTML forms, are an essential part of most websites and are used to collect information from users. They consist of a series of elements, such as text fields, checkboxes, radio buttons, and dropdown menus, where users can enter or select information.

##### **HubSpot Forms (HubSpot, Inc.)**

HubSpot Forms is a service that allows for the collection of information through customizable form fields provided by HubSpot, Inc. This service enables this Application to incorporate forms into its pages for the purpose of gathering contact information from Users or for other interaction purposes specified by the form's design.

Personal Data processed may include names; ZIP/postal codes; cities; surnames; email addresses; physical addresses; IP addresses; phone numbers; company names; website URLs; and any other data collected through the form fields.

Processing location: United States.

Categories of personal information collected under the CCPA: identifiers; commercial information; internet or other similar network activity.

**Hotjar Surveys (Hotjar Ltd.)**

Hotjar Surveys is a tool provided by Hotjar Ltd. that enables this Application to collect user feedback directly through targeted surveys. This service allows for the gathering of qualitative data from users, offering insights into their opinions and needs.

Personal Data processed may include responses to survey questions which may contain personal preferences, feedback, demographic information such as age or gender (if requested and provided), user's name, contact information, IP address, and any other data the user chooses to provide through open-ended questions.

Processing location: Malta.

Categories of personal information collected under the CCPA: identifiers; commercial information; internet or other similar network activity; geolocation data (if applicable); inferences drawn from other personal information to create a profile about a consumer reflecting the consumer's preferences and characteristics.

**Interaction with Live Chat Platforms**

This type of service allows interaction with live chat platforms managed by third parties, directly from the pages of this Application, to contact and be contacted by this Application's support service.

If a live chat platform interaction service is installed, it may still collect Usage Data for the pages where it is installed, even if Users do not use the service. Furthermore, live chat conversations may be recorded.

**HubSpot Chat (HubSpot, Inc.)**

HubSpot Chat is a service for interacting with the HubSpot live chat platform provided by HubSpot, Inc.

Personal Data processed: ZIP/postal code; city; surname; content of the message or email; email; physical address; IP address; name; phone number; company name; website.

Processing location: United States.

Categories of personal information collected according to the CCPA: identifiers; commercial information; information on the internet or other network activities.

**Optimization and Traffic Distribution**

These types of services enable this Application to distribute its content through servers located across different areas and optimize its performance. The Personal Data processed depends on the characteristics and the way these services are implemented, which by their nature filter the communications between this Application and the User's browser. Given the distributed nature of this system, it is challenging to determine the locations to which the content containing the User's Personal Data is transferred.

**Cloudflare (Cloudflare Inc.)**

Cloudflare is a traffic optimization and distribution service provided by Cloudflare Inc. The integration of Cloudflare means that it filters all the traffic of this Application, i.e., the communications between this Application and the User's browser, also allowing for the collection of statistical data on it.

Personal Data processed: IP address..

Processing location: United States

Categories of personal information collected under the CCPA: identifiers.

### **HubSpot CMS (HubSpot, Inc.)**

HubSpot CMS is a content management service that provides the infrastructure for the creation, management, and hosting of website content by HubSpot, Inc. This platform may process interactions between Users and this Application, as well as gather data to improve website functionality and User experience.

Personal Data processed: User interaction data, website usage data, IP addresses, and any other data submitted by Users through the website's interactive features.

Processing location: United States.

Categories of personal information collected under the CCPA: identifiers; commercial information; internet or other similar network activity.

For both services, the actual personal data collected, processed, and the extent to which it is shared or sold will depend on the settings configured by the Application within the HubSpot services.

## **Statistics**

The services contained in this section enable the Data Controller to monitor and analyze traffic data and track User behavior.

### **Google Analytics 4 (Google Ireland Limited)**

Google Analytics 4 is a statistical service provided by Google Ireland Limited ("Google"). Google uses the Personal Data collected to track and examine the use of this Application, compile reports, and share them with other Google services.

Google may use Personal Data to contextualize and personalize the ads of its advertising network. In Google Analytics 4, IP addresses are used at the time of collection and then removed before the data is stored in any data center or server. To learn more, you can consult Google's official documentation.

Personal Data processed: Usage Data; number of Users; session statistics; Tracking Tools.

Processing location: Ireland.

Categories of personal information collected under the CCPA: information on the internet or other network activities.

### **HubSpot Analytics (HubSpot, Inc.)**

HubSpot Analytics is a data analysis service that integrates with the HubSpot platform, offered by HubSpot, Inc. This service enables this Application to track and analyze user behavior, including page views, interactions with content, and conversions, to enhance marketing strategies and understand user engagement.

Personal Data processed may include IP address; device information; browsing history; interaction with content; conversion information; website usage data; and other metrics related to user activity on the website.

Processing location: United States.

Categories of personal information collected under the CCPA: identifiers; internet or other similar network activity; geolocation data (if applicable); commercial information.

## **Remarketing and Behavioral Targeting**

This type of service allows us and our partners to communicate, optimize, and serve advertisements based on the User's use of our site. This activity is facilitated by tracking Usage Data and using tracking tools to collect information that is then transferred to partners who manage remarketing and behavioral targeting activities.

### **Remarketing Google Ads (Google Ireland Limited)**

Remarketing with Google Ads is a feature that lets website owners display targeted advertisements to users who have previously visited their websites.

Personal Data processed: Cookies, Usage Data.

Processing location: Ireland.

Categories of personal information collected according to the CCPA: Identifiers, internet or other similar network activity, and geolocation data.

### **Remarketing with Google Analytics (Google Ireland Limited)**

Remarketing with Google Analytics allows for the collection of data from Google's advertising cookies and identifiers, in addition to data collected through a standard Google Analytics implementation.

Personal Data processed: Cookies, Usage Data.

Processing location: Ireland.

Categories of personal information collected according to the CCPA: Identifiers, internet or other similar network activity.

### **LinkedIn Website Retargeting (LinkedIn)**

LinkedIn Website Retargeting is a tool that allows advertisers to show targeted ads to users who have visited their website as they use LinkedIn.

Personal Data processed: Cookies, Usage Data.

Processing location: United States.

Categories of personal information collected according to the CCPA: Identifiers, internet or other similar network activity.

### **Meta Custom Audience (Meta Platforms, Inc.)**

Meta Custom Audience is a tool offered by Meta Platforms, Inc. (formerly Facebook, Inc.) that enables advertisers to create a list of their website visitors to target with advertisements.

Personal Data processed: Email addresses, phone numbers, and other identifiers collected through a website.

Processing location: United States.

Categories of personal information collected according to the CCPA: Identifiers, internet or other similar network activity.

### **Remarketing Meta Ads (Meta Platforms, Inc.)**

Remarketing with Meta Ads allows advertisers to target their advertising to audiences who have previously interacted with their brand on Meta platforms.

Personal Data processed: Cookies, Usage Data, and other identifiers related to Meta platform interactions.

Processing location: United States.

Categories of personal information collected according to the CCPA: Identifiers, internet, or other similar network activity.

## 4. Legal foundations for processing your data

**For those in the EU or UK, this section is specifically relevant to you.**

Under the General Data Protection Regulation (GDPR) and UK GDPR, we are required to identify the legal bases upon which we rely to process your personal information. We may process your personal information based on the following legal grounds:

**Consent.** Your information may be processed if you have granted us explicit consent to use your personal information for a specific purpose. You have the right to withdraw your consent at any given time. Discover more about how to withdraw your consent.

**Contractual Necessity.** We may process your personal information when deemed necessary to fulfill contractual commitments to you, including delivering our Services or as requested by you before entering into a contract.

**Legitimate Interests.** Your information may be processed when we deem it necessary for the pursuit of our legitimate business interests, provided that these interests do not override your own interests, rights, and freedoms. For instance, we may process your personal information for various purposes outlined, such as to (a) Send information about exclusive offers and discounts on our products and services, (b) Create and showcase personalized and relevant advertising materials to our users, (c) Support our marketing initiatives, and (d) Analyze how our users engage with our products and services to enhance the user experience.

**Legal Compliance.** We may process your information when it is required to fulfill legal obligations, such as cooperating with law enforcement or regulatory bodies, asserting or defending legal claims, or disclosing information as part of legal proceedings in which we are involved.

**Vital Interests.** We may process your information when it is crucial to protect your vital interests or those of another person, such as in situations that pose a potential threat to anyone's safety.

Legally, we typically act as the "data controller" for the personal information we process, as outlined in this Privacy Policy, given that we decide the means and/or purposes of our data processing activities. This Privacy Policy does not extend to the personal information we process as a "data processor" for our clients. In such cases, our client with whom we have a data processing agreement is the "data controller" responsible for your personal information.

## 5. Disclosure of your personal information: circumstances and parties involved

We may need to disclose your personal information under the following circumstances:



**Business Transactions:** Your information could be shared or transferred as part of, or during negotiations of, any business change like mergers, asset sales, financings, or acquisitions by or with another company.

**Affiliates:** We may disclose your information to our affiliates, ensuring that they comply with this Privacy Policy. Our affiliates include our parent company, any subsidiaries, joint venture partners, or other companies that we have control over or that are under common control with us.

**Business Partners:** We may provide your information to our business partners to bring you certain products, services, or promotions.

## 6. Usage of cookies and other tracking mechanisms

We utilize cookies and tracking technologies like web beacons and pixels to retrieve or store information. Details on our usage of these technologies and how you can decline certain cookies can be found in our Cookie Notice:

<https://wcdn.maxpho.com/terms/en/Cookie-Policy.pdf>.

## 7. International transfer of your information

Our servers are located in Italy and the United States. If you're accessing our Services from outside these countries, your information may be transferred to, stored in, or processed by us in our facilities and by those third parties with whom we share your personal information (refer to the "Disclosure of your personal information: circumstances and parties involved" section above), in both Italy, the United States, and possibly other countries.

For residents of the European Economic Area (EEA), the United Kingdom (UK), or Switzerland, please note that these countries may not have laws that protect your personal information to the same extent as those in your own country. Nevertheless, we commit to safeguarding your personal information in accordance with this Privacy Policy and applicable law.

## 8. Duration of information retention

We retain your personal information only for the period necessary for the purposes outlined in this Privacy Policy unless a longer retention period is mandated or authorized by law (e.g., for tax, accounting, or other legal requirements). When we no longer have a continuing legitimate business reason to process your personal information, we will either delete or anonymize it, or, if this is not feasible (for instance, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from further processing until deletion can be achieved.

## 9. Safeguarding your information

We have established suitable technical and organizational measures intended to secure the personal information we process. However, please be aware that no method of electronic transmission over the Internet or information storage technology can be guaranteed to be completely secure. Thus, we cannot assure that hackers, cybercriminals, or unauthorized third parties will not be able to circumvent our security measures and improperly collect, access, or modify your personal information. While we do our utmost to protect your personal data, any transmission of personal information to and from our Services is done at your own risk. You should only use the Services within a secure environment.

## 10. Collection of information from minors

We do not intentionally request or market to children under the age of 18. By using the Services, you affirm that you are at least 18 years old or that you are the parent or guardian of such a minor and consent to the minor's use of the Services. Upon discovering that we have collected personal information from users under 18 years of age, we will deactivate the account and undertake the necessary steps to promptly remove such information from our records. If you are aware of any information we may have inadvertently collected from individuals under 18, please get in touch with us.

## 11. Your privacy rights explained

In certain regions (such as the EEA, UK, and Switzerland), you are endowed with specific rights under the data protection laws in place. These rights may include the ability (i) to access and receive a copy of your personal information, (ii) to rectify or erase your data; (iii) to limit the processing of your personal information; (iv) if relevant, to data portability; and (v) to not be subject to decisions based solely on automated processing. Under certain conditions, you may also have the right to object to the processing of your personal information. You can exercise such rights by reaching out to us through the contact details given in the section "Contacting us regarding this notice" found below.

We commit to consider and take action on any request in line with the applicable data protection laws.

For residents in the EEA or UK with concerns about our data processing practices being potentially unlawful, you have the right to lodge a complaint with your local data protection authority in the Member State or with the UK data protection authority.

For individuals in Switzerland, you have the option to contact the Federal Data Protection and Information Commissioner.

**Withdrawing your consent:** If our processing of your personal information is contingent on your consent, which could be explicit or implied depending on the law, you have the right to withdraw this consent at any moment. You can withdraw your consent by reaching out to us

using the contact information listed in the section "Contacting us regarding this notice" below.

Please be aware that the withdrawal of consent will not impact the lawfulness of processing prior to the withdrawal. Moreover, when the law permits, it will not affect the processing of your personal information conducted on lawful processing grounds other than consent.

**Opting out of Marketing and Promotional Communications:** You have the option to opt out of receiving our marketing and promotional messages at any time. This can be done by clicking the unsubscribe link found in the emails we send, or by reaching out to us through the contact information provided in the "Contacting us regarding this notice" section. After opting out, you will be removed from our marketing communications list. However, we might still need to send you non-marketing messages for administrative purposes, to fulfill service requests, or when required for the management and operation of your account.

**Cookies and Similar Technologies:** Web browsers generally accept cookies by default, but you have the option to set your browser to remove or reject cookies if you prefer. Please be aware that doing so could impact the availability and functionality of our Services. For more information about how we use cookies and your choices regarding cookies, please refer to our Cookie Notice at <https://wcdn.maxpho.com/terms/en/Cookie-Policy.pdf>.

If you have any inquiries or feedback regarding your privacy rights, feel free to send us an email at [info@maxpho.com](mailto:info@maxpho.com).

## 12. Management of do-not-track settings

Currently, there is no consistent industry standard for the recognition and implementation of DNT signals. Consequently, our systems do not recognize or react to any DNT signals or similar mechanisms.

As of now, there is no universally accepted standard for what a company should do when it detects a DNT signal from your browser. Our practice may evolve as the technology and standards for DNT develop, and should a clear standard be established and become applicable, we will update our Privacy Policy to reflect our adherence to that standard.

## 13. Privacy rights for residents of the US

Over the past twelve months, we have collected the following types of personal information:

- **Identifiers:** We've collected identifiers such as your name, postal address, phone number, IP address, email address, and other similar identifiers.
- **Geolocation Data:** We've collected geolocation data related to device location.

We retain the collected personal information as needed to provide our Services or for:

- **Identifiers:** As long as the user maintains an account with us.

- Geolocation Data: In the access log for a period of 10 years as required by law.

Additionally, we may gather other personal information when you interact with us in person, online, or through phone or mail, such as when:

- You seek assistance via our customer support channels.
- You participate in customer surveys or contests.
- You require facilitation in the delivery of our Services or have inquiries to be addressed.

We utilize your personal information for our internal business objectives, such as conducting research for technological development. This does not equate to "selling" your personal information.

In the preceding twelve months, we have not disclosed, sold, or shared any personal information with third parties for business or commercial purposes. We commit to not selling or sharing personal information in the future pertaining to website visitors, users, and other consumers.

## 14. Updates to this notice

We may revise this Privacy Policy as needed. Changes will be signaled by a new "Revised" date, and the amendments will take effect once they are made public. Should there be substantial modifications to this Privacy Policy, we will alert you either through a prominent announcement on our website or through direct communication. We recommend reviewing this Privacy Policy regularly to stay informed about how we safeguard your information.

## 15. Contacting us regarding this notice

Should you have any inquiries or comments about this notice, you can reach out to our Data Protection Officer (DPO), Ivano Fumanelli, at [info@maxpho.com](mailto:info@maxpho.com), or via mail at:

*Maxpho S.R.L.  
Attn: Ivano Fumanelli  
Via Brigata Cadore, 38  
Albottone 36020 (VI)  
Italy*

For residents within the European Economic Area or Switzerland, we act as the "data controller" for your personal information. Our representative appointed for the EEA and Switzerland is Ivano Fumanelli. You can contact them about the processing of your information by email at [info@maxpho.com](mailto:info@maxpho.com), or by mail to:

*Maxpho S.R.L.  
Attn: Ivano Fumanelli  
Via Brigata Cadore, 38*

*Albettone 36020 (VI)*  
*Italy*

## 16. Reviewing, updating, or deleting your collected data

Depending on the laws of your country, you may be entitled to request access to the personal information we collect from you, to amend or delete it. If you wish to review, update, or delete your personal information, please send a request to [info@maxpho.com](mailto:info@maxpho.com).

## 17. Owner and Data Controller

Maxpho S.R.L.  
Via Brigata Cadore 38  
36020 Albettone (VI), Italy  
Share Capital: 110,000.00 Euro  
Legal Representative: Ivano Fumanelli  
Data Protection Officer: [info@maxpho.com](mailto:info@maxpho.com)  
Email: [info@maxpho.com](mailto:info@maxpho.com)