

Liltoolz sp. z o.o. Privacy Policy

(Effective From: 24th FEB 2020)

1. Privacy Policy Notice

Your privacy is of highest importance to us.

We are committed to maintaining complete transparency in the way we collect, use, and share information about you.

This revised Privacy Policy will replace our existing privacy policy with effect from 20th JAN, 2020.

1.1 What this policy covers

This policy covers the following aspects of our information collection:

- What information we collect about you
- How we use information we collect
- How we share information we collect
- How we store and secure information we collect
- How to access and control your information
- How we transfer information we collect internationally
- Other important privacy information

This Privacy Policy covers the information we collect about you when you use our products or services, or otherwise interact with us (for example, by attending our events), unless a different policy is displayed.

Liltoolz, we and us refers to **Liltoolz sp z o.o.** and any of our corporate affiliates.

We offer products and services, like Pricell.

We refer to all these products, together with our other services and websites as “Services” in this policy.

This policy also explains your choices about how we use information about you.

Your choices include how you can object to certain uses of information about you and how you can access and update certain information about you.

If you do not agree with this policy, do not access or use our Services or interact with any other aspect of our business.

Where we provide the Services under contract with an organization (for example your employer) that organization controls the information processed by the Services.

For more information, please see Notice to End Users below.

2. What information We Collect about You

We collect information about you when you provide it to us, when you use our Services, and when other sources provide it to us, as further described below.

2.1 Information you provide to us

We collect information about you when you input it into the Services or otherwise provide it directly to us.

- **Information about Account and Profile:** We collect information about you when you register for any of our products, build or modify your profile, configure preferences, sign-up for or make purchases through the Services. For example, you provide your contact information and billing information when you register for the products and services. You may be provided the option of adding a display name, profile photo, job title, and other details to your profile information to be displayed in our products and services. In this case we keep track of your preferences when you select settings within the products.
- **Content you provide through our products:** The Services include the **Liltoolz** products you use, where we collect and store content that you post, send, receive and share. This content includes any information about you that you may choose to include. Examples of content we collect, and store include: the name, email address, and the phone number that you provide while creating a profile in our Services, the messages you exchange in the product Chat or Comments, and any feedback you provide to us. Content also includes the files and links you upload to the Services. We may collect feedback you provide directly to us through the product and; we collect content using analytics techniques that hash, filter or otherwise scrub the information to exclude information that might identify you or your organization; and we collect clickstream data about how you interact with and use the features of the Services.
- **Information you provide via our websites:** The Services also include our websites owned or operated by us. We collect other content that you submit to these

websites, which include social media or social networking websites operated by us. For example, you provide content to us when you provide feedback or when you participate in any interactive features, surveys, contests, promotions, sweepstakes, activities or events.

- **Information you provide via our support channels:** The Services also include our customer support, where you may choose to submit information regarding a problem you are experiencing with a Service. Whether you designate yourself as a technical contact, open a support ticket, speak to one of our representatives directly or otherwise engage with our support team, you will be asked to provide contact information, a summary of the problem you are experiencing, and any other documentation, screenshots or information that would be helpful in resolving the issue.
- **Payment Information:** We collect certain payment and billing information when you register for certain paid Services. For example, we ask you to elect a billing representative, including name and contact information, upon registration. You might also provide payment information, such as payment card details, which we collect via secure payment processing services.

2.2 Information we collect automatically when you use the Services

We collect information about you when you use our Services, including browsing our websites and taking certain actions within the Services.

- **Your use of the Services:** We keep track of certain information about you when you visit and interact with any of our Services. This information includes the features you use; the links you click on; the type, size and filenames of attachments you upload to the Services; frequently used search terms; and how you interact with others on the Services.
- **Device and Connection Information:** We may collect information about your computer, phone, tablet, or other devices you use to access the technical Services. This device information includes your connection type and settings when you install, access, update, or use our Services. We also collect information through your device about your operating system, browser type, IP address, URLs of referring/exit pages, device identifiers, and crash data. We use your IP address and/or country preference in order to approximate your location to provide you with a better Service experience. How much of this information we collect depends on the type and settings of the device you use to access the Services.
- **Cookies and Other Tracking Technologies:** **Liltoolz** and our third-party partners, such as our advertising and analytics partners, use cookies and other tracking

technologies (e.g., web beacons, device identifiers and pixels) to provide functionality and to recognize you across different Services and devices.

2.3 Information we receive from other sources

We may receive information about you from third-party services, and from our business and channel partners, where you provided consent to do so.

- **Liltoolz Partners:** We work with a number of Consulting/ Services partners who provide consulting, implementation, training and other services around our products. Some of these partners also help us to promote our products, generate leads for us, and resell our products. We may receive information from these partners, such as account information (names and email addresses), billing information, billing and technical contact information, company name, what **Liltoolz** products you have purchased or may be interested in, evaluation information you have provided, what events you have attended, and what country you are in.
- **Other Partners:** We may receive information about you and your activities on and off the Services from third-party partners, such as advertising and market research partners who provide us with information about your interest in and engagement with, our Services and online advertisements.

3. How We Use the Information We Collect

How we use the information we collect depends in part on which Services you use, how you use them, and any preferences you have communicated to us.

Below are the specific purposes for which we use the information we collect about you.

- **Providing the Services and personalizing your experience:** We use information about you to provide the Services to you, including to process transactions with you, authenticate you when you log in, provide customer support, and operate and maintain the Services. For example, we use the name and picture you provide in your account to identify you to other Service users in your account or organization.
- **For research and development:** To make our service more useful to you, we use collective learnings about how people use our Services and feedback provided directly to us to troubleshoot and identify trends, usage, activity patterns and areas for integration and improvement of the Services. In some cases, we apply these learnings across our Services to improve and develop similar features or to better integrate the services you use. We also test and analyze certain new features with some users before rolling the feature out to all users.

- **Communicate with you about the Services:** We use your contact information to send transactional communications via email and within the Services, including confirming your purchases, reminding you of subscription expirations, responding to your comments, questions and requests, providing customer support, and sending you technical notices, updates, security alerts, and administrative messages. We send you email notifications when you or others interact with you on the Services. We also provide tailored communications based on your activity and interactions with us. We also can send you communications as you onboard to a particular Service to help you become more proficient in using that Service. These communications are part of the Services and in most cases, you cannot opt out of them. If an opt out is available, you will find that option within the communication itself or in your account settings.
- **Market, promote and drive engagement with the Services:** We use your contact information and information about how you use the Services to send promotional communications that may be of specific interest to you, including by email and by displaying **Liltoolz** ads on other companies' websites and applications, as well as on platforms like LinkedIn, Facebook and Google. These communications are aimed at driving engagement and maximizing what you get out of the Services, including information about new features, survey requests, newsletters, and events we think may be of interest to you. We also communicate with you about new product offers, promotions and contests. You can control whether you receive these communications by "Opting-out" during registration or after it directly in Service or by informing us.
- **Customer support:** We use your information to resolve technical issues you encounter, to respond to your requests for assistance, to analyze crash information, and to repair and improve the Services.
- **Safety and security:** We use information about you and your Service use to verify accounts and activity, to monitor suspicious or fraudulent activity and to identify violations of Service policies.
- **Protect our legitimate business interests and legal rights:** Where required by law or where we believe it is necessary to protect our legal rights, interests and the interests of others, we use information about you in connection with legal claims, compliance, regulatory, and audit functions, and disclosures in connection with the acquisition, merger or sale of a business.
- **With your consent:** We use information about you where you have given us consent to do so for a specific purpose not listed above. For example, we may publish testimonials or featured customer stories to promote the Services, with your permission.

4. Legal bases for processing (for EEA users):

Our data collection and processing practices are in compliance with the requirements of applicable General Data Protection Regulation (GDPR) EU laws.

- **Liltoolz** is Controller of data including personal data.
- **Liltoolz** is also Processor of data.
- Additionally, **Liltoolz** use Third Party partners to process data where it is necessary for Service to operate, like upgrades, maintenance, hosting and others. But also process data for marketing purposes. See later section of this document for more details.
For all those situations **Liltoolz** makes all effort to have valid data processing agreement with respected Third-Party Partner, covering processing of data according to European Union regulations.

The legal bases depend on the Services you use and how you use them. This means we collect and use your information only where:

- We need it to provide you the Services, including to operate the Services, provide customer support and personalized features and to protect the safety and security of the Services;
- It satisfies a legitimate interest (which is not overridden by your data protection interests), such as for research and development, to market and promote the Services and to protect our legal rights and interests;
- You give us consent to do so for a specific purpose; or
- We need to process your data to comply with a legal obligation.

If you have consented to our use of information about you for a specific purpose, you have the right to change your mind at any time, but this will not affect any processing that has already taken place.

Where we are using your information because we or a third party (e.g. your employer) have a legitimate interest to do so, you have the right to object to that use though, in some cases, this may mean no longer using the Services.

5. How We Share Information We Collect

We share information we collect about you in the ways discussed below, including in connection with possible business transfers, but we are not in the business of selling information about you to advertisers or other third-parties.

- **Sharing with other Service users:** When you use the Services, we share certain information about you with other Service users:
- **For collaboration:** You can create content, which may contain information about you, and grant permission to others to see, share, edit, copy and download that content based on settings you or your administrator (if applicable) select. Some of the collaboration features of the Services display some or all of your profile information to other Service users when you share or interact with specific content.
- **Managed accounts and administrators:** If you register or access the Services using an email address with a domain that is owned by your employer or organization, and such organization wishes to establish an account or site, certain information about you including your name, profile picture, contact info, content and past use of your account may become accessible to that organization's administrator and other Service users sharing the same domain. If you are an administrator for a particular site or group of users within the Services, we may share your contact information with current or past Service users, for the purpose of facilitating Service-related requests.
- **Community Forums:** Our websites may offer publicly accessible blogs, forums, product Help pages like Knowledge Base. You should be aware that any information you provide on these websites – including profile information associated with the account you use to post the information – may be read, collected, and used by any member of the public who accesses these websites. Your posts and certain profile information may remain even after you terminate your account. We urge you to consider the sensitivity of any information you input into these Services. To request removal of your information from publicly accessible websites operated by us, please contact us. In some cases, we may not be able to remove your information, in which case we will let you know if we are unable to and why.
- **Sharing with third parties:** We share information with third parties that help us operate, provide, improve, integrate, customize, support and market our Services.
- **Service Providers:** We work with third-party service providers to provide website and application development, hosting, maintenance, backup, storage, virtual infrastructure, payment processing, analysis and other services for us, which may require them to access or use information about you. If a service provider needs to access information about you to perform services on our behalf, they do so under close instruction from us, including policies and procedures designed to protect your information.

- **Liltoolz Partners:** We work with third parties who provide consulting, sales, and technical services to deliver and implement customer solutions around the Services. We may share your information with these third parties in connection with their services, such as to assist with billing and collections, to provide localized support, and to provide customizations. We may also share information with these third parties where you have agreed to that sharing.
- **Third Party Apps:** You, your administrator or other Service users may choose to integrate the Services with third party apps. Doing so may give third-party apps access to your account and information about you like your name and email address, and any content you choose to use in connection with those apps. Third-party app policies and procedures are not controlled by us, and this privacy policy does not cover how third-party apps use your information. We encourage you to review the privacy policies of third parties before connecting to or using their applications or services to learn more about their privacy and information handling practices. If you object to information about you being shared with these third parties, please discontinue using the app.
- **Links to Third Party Sites:** The Services may include links, such as partner website links, that direct you to other websites or services whose privacy practices may differ from ours. If you submit information to any of those third-party sites, your information is governed by their privacy policies, not this one. We encourage you to carefully read the privacy policy of any website you visit.
- **Social Media and other Third-Party Widgets:** Some of our Services may contain widgets and social media features, such as the Twitter “tweet” button. These widgets and features collect your IP address, which page you are visiting on the Services, and may set a cookie to enable the feature to function properly. Widgets and social media features are either hosted by a third party or hosted directly on our Services. Your interactions with these features are governed by the privacy policy of the company providing it.
- **With your consent:** We share information about you with third parties when you give us consent to do so. For example, we often display personal testimonials of satisfied customers on our public websites. With your consent, we may post your name alongside the testimonial.
- **Compliance with Enforcement Requests and Applicable Laws; Enforcement of Our Rights:** In exceptional circumstances, we may share information about you with a third party if we believe that sharing is reasonably necessary to (a) comply with any applicable law, regulation, legal process or governmental request, including to meet national security requirements, (b) enforce our agreements, policies and terms of service, (c) protect the security or integrity of our products and services, (d) protect

Liltoolz, our customers or the public from harm or illegal activities, or (e) respond to an emergency which we believe in good faith requires us to disclose information to assist in preventing the death or serious bodily injury of any person.

- **Sharing with affiliated companies:** We share information we collect with affiliated companies and, in some cases, with prospective affiliates. Affiliated companies are companies owned or operated by us. The protections of this privacy policy apply to the information we share in these circumstances.
- **Liltoolz companies:** We share information we have about you with other **Liltoolz** corporate affiliates in order to operate and improve products and services and to offer other **Liltoolz** affiliated services to you. This includes companies that own or operate the services listed here.
- **Business Transfers:** We may share or transfer information we collect under this privacy policy in connection with any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company. You will be notified via email and/or a prominent notice on the Services if a transaction takes place, as well as any choices you may have regarding your information.

6. How We Store and Secure Information We Collect

- **Information storage and security:** We use website and data hosting Cloud Service providers in the European Union to host the information we collect on servers, and we use technical measures to secure your data. While we implement safeguards designed to protect your information, no security system is impenetrable and due to the inherent nature of the Internet, we cannot guarantee that data, during transmission through the Internet or while stored on our systems or otherwise in our care, is absolutely safe from intrusion by others.
- **How long we keep information:** How long we keep information we collect about you depends on the type of information. After such time, we will either delete or anonymize your information or, if this is not possible (for example, because the information has been stored in backup archives), then we will securely store your information and isolate it from any further use until deletion is possible.
- **Account information:** We retain your account information for as long as your account is active and a reasonable period thereafter in case you decide to re-activate the Services. We also retain some of your information as necessary to comply with our legal obligations, to resolve disputes, to enforce our agreements, to support business operations, and to continue to develop and improve our Services. Where we retain information for Service improvement and development, we take steps to eliminate information that directly identifies you, and we only use the information

to uncover collective insights about the use of our Services, not to specifically analyze personal characteristics about you.

- **Information you share on the Services:** If your account is deactivated or disabled, some of your information and the content you have provided will remain in order to allow your team members or other users to make full use of the Services. For example, we may continue to display data you created to main account under group subscription, after your account is deactivated.
- **Managed accounts:** If the Services are made available to you through an organization (e.g., your employer), we retain your information as long as required by the administrator of your account.
- **Marketing information:** If you have selected to receive marketing emails from us, we retain information about your marketing preferences for a reasonable period of time from the date you last expressed interest in our Services, such as when you last opened an email from us or ceased using your Liltoolz account. We retain information derived from cookies and other tracking technologies for a reasonable period of time from the date such information was created.

7. How We Access and Control Your Information

You have certain choices available to you when it comes to your information.

Below is a summary of those choices, how to exercise them and any limitations.

- **Your Choices:** You have the right to request to object to our use of your information (including for marketing purposes), to request the deletion or restriction of your information, or to request your information in a structured, electronic format. Below, we describe the tools and processes for making these requests. You can exercise some of the choices by logging into the Services and using settings available within the Services or your account. Where the Services are administered for you by an administrator (see “Notice to End Users” below), you may need to contact your administrator to assist with your requests first. For all other requests, you may contact us as provided in the Contact Us section available Services, to request assistance. Your request and choices may be limited in certain cases: for example, if fulfilling your request would reveal information about another person, or if you ask to delete information which we or your administrator are permitted by law or have compelling legitimate interests to keep. Where you have asked us to share data with third parties, for example, by integrating with or using third-party apps, you will need to contact those third-party service providers directly to have your information deleted or otherwise restricted. If you have unresolved concerns, you may have the right to complain to a data protection authority in the country where you live, where you work or where you feel your rights were infringed.

- **Access and update your information:** Our Services and related documentation give you the ability to access and update certain information about you from within the Service. For example, you can access your profile information from your account. You can update your profile information within your profile settings and modify content that contains information about you.
- **Deactivate your account:** If you no longer wish to use our Services, you or your administrator may be able to deactivate your Services account. If you can deactivate your own account, that setting is available to you in your account settings. Otherwise, please contact your administrator. If you are an administrator and are unable to deactivate an account through your administrator settings, please contact **Liltoolz** support. Please be aware that deactivating your account does not delete your information; your information remains visible to other Service users based on your past participation within the Services. For more information on how to delete your information, see below.
- **Delete your information:** Our Services and related documentation give you the ability to delete certain information about you from within the Service. For example, you can remove content that you may have uploaded, and you can remove certain profile information within your profile settings. Please note, however, that we may need to retain certain information for record keeping purposes, to complete transactions or to comply with our legal obligations. In some situations we will anonymize your information in the way it not recognizable and connected to Your account anymore.
- **Request that we stop using your information:** In some cases, you may ask us to stop accessing, storing, using and otherwise processing your information where you believe we don't have the appropriate rights to do so. For example, if you believe a Services account was created for you without your permission or you are no longer an active user, you can request that we delete your account as provided in this policy. Where you gave us consent to use your information for a limited purpose, you can contact us to withdraw that consent, but this will not affect any processing that has already taken place at the time. You can also opt-out of our use of your information for marketing purposes by contacting us, as provided below. When you make such requests, we may need time to investigate and facilitate your request. If there is delay or dispute as to whether we have the right to continue using your information, we will restrict any further use of your information until the request is honored or the dispute is resolved, provided your administrator does not object (where applicable). If you object to information about you being shared with a third-party app, please disable the app or contact your administrator to do so.
- **Opt out of communications:** You may opt out of receiving promotional communications from us by contacting us as provided below to have your contact

information removed from our promotional email list or registration database. Even after you opt out from receiving promotional messages from us, you will continue to receive transactional messages from us regarding our Services.

- Turn off Cookie Controls: Relevant browser-based cookie controls are described in our Cookies & Tracking Notice.
- Send “Do Not Track” Signals: Some browsers have incorporated “Do Not Track” (DNT) features that can send a signal to the websites you visit indicating you do not wish to be tracked. Because there is not yet a common understanding of how to interpret the DNT signal, our Services do not currently respond to browser DNT signals. You can use the range of other tools we provide to control data collection and use, including the ability to opt out of receiving marketing from us as described above.

8. How We Transfer Information We Collect Internationally

- International transfers of information we collect: We collect information globally and primarily store that information in the European Union. We transfer, process and store your information outside of your country of residence, to wherever we or our third-party service providers operate for the purpose of providing you the Services. Whenever we transfer your information, we take steps to protect it.
- International transfers within the **Liltoolz** Companies: To facilitate our global operations, we transfer information to the Cloud Service provider in the European Union and allow access to that information from countries in which the **Liltoolz** do not have operations for the purposes described in this policy. These countries may not have equivalent privacy and data protection laws to the laws of many of the countries where our customers and users are based. When we share information about you within and among **Liltoolz** corporate affiliates, we make use of standard contractual data protection clauses, which have been applicable according to European Union regulations.
- International transfers to third parties: Some of the third parties described in this privacy policy, which provide services to us under contract, are based in other countries that may not have equivalent privacy and data protection laws to the country in which you reside. When we share information of customers with those partners, we make use of standard contractual data protection clauses, which have been applicable according to European Union regulations.

9. Other important privacy information

Notice to End Users

Many of our Services are intended for use by organizations.

Where the Services are made available to you through an organization (e.g. your employer), that organization is the administrator of the Services and is responsible for the accounts and/or Service sites over which it has control.

If this is the case, please direct your data privacy questions to your administrator, as your use of the Services is subject to that organization's policies.

We are not responsible for the privacy or security practices of an administrator's organization, which may be different than this policy.

Administrators are able to:

- Require you to reset your account password;
- Restrict, suspend or terminate your access to the Services;
- Access information in and about your account;
- Access or retain information stored as part of your account;
- Install or uninstall third-party apps or other integrations

In some cases, administrators can also:

- Restrict, suspend or terminate your account access;
- Change the email address associated with your account;
- Change your information, including profile information;
- Restrict your ability to edit, restrict, modify or delete information

10. Our policy towards children

The Services are not directed to individuals under 16.

We do not knowingly collect personal information from children under 16.

If we become aware that a child under 16 has provided us with personal information, we will take steps to delete such information.

If you become aware that a child has provided us with personal information, please contact our support services.

11. Changes to our Privacy Policy

We may change this privacy policy from time to time.

We will post any privacy policy changes on our Service pages and, if the changes are significant, we will provide a more prominent notice by adding a notice on the Services homepages, login screens, or by sending you an email notification.

We will also keep prior versions of this Privacy Policy in an archive for your review on request.

We encourage you to review our privacy policy whenever you use the Services to stay informed about our information practices and the ways you can help protect your privacy.

If you disagree with any changes to this privacy policy, you will need to stop using the Services and deactivate your account(s), as outlined above.

12. Cookies and Visitor Tracking Notice

We may use cookies on our website to improve and customize our products, websites and your experience.

Opting out from our use of cookies is simple – you can instruct your browser to delete, and block or disable cookies.

Google Analytics

We may track visitors to our website using Google Analytics from Google, Inc. Google Analytics records how you arrived at our site, what pages you view within our site, the time spent on different parts of our site, and some basic information about your computer and browser.

All of that information is anonymous – so we don't know who you are; we just know that somebody visited our site.

We actually look at data in aggregate, so, while we know that several people visited a page on a given day, we cannot identify who specifically visited.

Why do we collect this information?

The information we collect from Google Analytics helps us understand what parts of our sites are working well, how people arrive at our site and so on. Like most websites, we use this information to make our website better.

To learn more about how Google Analytics processes and collects this data please follow this link –

<https://www.google.com/policies/privacy/partners>

You can also opt-out of Google Analytics tracking as well, please follow this link –

<https://tools.google.com/dlpage/gaoptout>

HotJar

We use HotJar, a third-party marketing tool, to try and understand what our website visitors are looking for and what they're interacting with on our website.

How do we use HotJar?

HotJar enables us to gather feedback from you via polls/ surveys/ direct questions that pop-up when you visit our site/ one of our webpages.

You can choose to not interact with these. If you do give us your feedback, you have the option to ensure your feedback is not tied to any other data.

We also use HotJar to build a heatmap for page visits. This gives us information on what links were clicked and how much of a page was scrolled.

However, we just know that a visitor interacted with a page on our website in a certain way, we cannot determine who this visitor is.

Please find Hotjar's privacy policy here – <https://www.hotjar.com/legal/policies/privacy>

If you do not want Hotjar to collect your data, you can use this link – <http://www.hotjarconsent.com>

Usage of Web Beacons/ Clear GIFs

When you use our site, we may employ clear GIFs (also known as web beacons) which are used to track the online usage patterns of our users anonymously.

In addition, we may also use clear GIFs in HTML-based emails sent to our users to track which emails are opened by recipients.

The information is used to enable more accurate reporting and improve the effectiveness of our marketing.

Social Networks

We give you the ability to share our content via Social Media networks such as Facebook, LinkedIn and Twitter.

This is done through standard software code these networks provide and is not under our control.

You normally need to be logged in to one of these services to share any website article or link using these buttons and networks.

These networks might track information on websites you visit, links that you share and might even post on your behalf on your social media profile on the respective networks.

You can control what they do, using the controls they provide for such sharing of information. If you have an issue with such sharing, you can refrain from using these share buttons on our website.

Commenting on our blog

Our blog is built using the WordPress website development platform and we use the default WordPress commenting capability.

If you choose to comment on our blog, please note that we may ask you to enter your name and email id.

We do not do anything with this information with the exception that WordPress will notify you if someone replies to your comment IF you enable that option.

Also, please note that your comment will be public and free to view for anyone who visits our blog/ site(s).

13. Contact Us

Your information is controlled by **Liltoolz sp z o.o.**

If you have questions or concerns about how your information is handled, please direct your inquiry to **Liltoolz sp z o.o.**, please contact us via the following options:

Mail: **Liltoolz sp z o.o.**, Tymotki 12, 03-289 Warsaw, Poland
Email: contact@Liltoolz.com
Phone: +48 791-415-977