

IPLYtics Privacy Policy

This privacy policy has been compiled to better serve those who are concerned with how their personal data is being used online. Personal data, as described in the General Data Protection Regulation (GDPR), is information that can be used on its own or with other information to identify, contact, or locate a single person, or to identify an individual in context. Please read our privacy policy carefully to get a clear understanding of how we collect, use, protect or otherwise handle your personal data in accordance with our website.

as of May 2018

What personal information do we collect from the people that visit our website (www.iplytics.com) or online application IPlytics Platform (<https://platform.iplytics.com/>)?

1. When do we collect information?

We collect information from you when you register or login on our platform (<https://platform.iplytics.com/>) or fill out a form or enter information on our website (www.iplytics.com).

2. How do we use your information?

We may use the information we collect from you when you register, sign in, or search on our platform or website. We use certain site features in the following ways:

- To improve our website in order to better serve you.
- To allow us to better service you in responding to your customer service requests.
- To ask for feedback and reviews of services or products.

- To follow up with them after correspondence (live chat, email or phone inquiries)

3. How do we protect your information?

- Our website is scanned on a regular basis for security holes and known vulnerabilities in order to make your visit to our site as safe as possible.
- We use regular Malware Scanning.
- Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive information you supply is encrypted via Secure Socket Layer (SSL) technology.
- We implement a variety of security measures when a user enters, submits, or accesses their information to maintain the safety of your personal information.
- All transactions are processed through a gateway provider and are not stored or processed on our servers.

4. Do we use 'cookies'?

Yes. Cookies are small files that a site or its service provider transfers to your computer's hard drive through your Web browser (if you allow) that enables the site's or service provider's systems to recognize your browser and capture and remember certain information. For instance, we use cookies to help us remember your name in the login form. They are also used to help us understand your preferences based on previous or current site activity, which enables us to provide you with improved services. We also use cookies to help us compile aggregate data about site traffic and site interaction so that we can offer better site experiences and tools in the future.

We use cookies to:

- Help remember your name on the login page or sign-up form

You can choose to have your computer warn you each time a cookie is being sent, or you can choose to turn off all cookies. You do this through your browser settings. Since browser is a little different, look at your browser's Help Menu to learn the correct way to modify your cookies.

If cookies are turned off, it won't affect the user's experience on our website (www.iplytics.com). However, for using our platform (<https://platform.iplytics.com/>) cookies need to be turned on for keeping the user session alive.

5. Third-party disclosure

We do not sell, trade, or otherwise transfer to outside parties your personal information.

6. Third-party links

We do include or offer third-party links in order to be transparent on our data sources. However, we do not include or offer third-party products or services on our website.

7. General Data Protection Regulation (GDPR)

The General Data Protection Regulation (GDPR) is the replacement for the Data Protection Directive 95/46/EC. At its core, the GDPR is a move towards enshrining control of your personal data as a fundamental human right. The GDPR gives EU citizens control of their digital data by empowering them with the right to know when personal data is being collected, what data is being collected, access to that data, and to purge it on request. In short, the GDPR is a data privacy regulation that modernizes and normalizes data privacy laws across Europe and applies to any organization collecting data on EU citizens.

See more at: https://ec.europa.eu/info/law/law-topic/data-protection_en

In compliance with the General Data Protection Regulation (GDPR), we agree to the following:

- We request the explicit consent of every user before any data collection takes place.
- Requests are in clear, plain, easily understandable language free of legalese.
- Consent requests stand-alone from other matters or requests and are not buried in other text.
- We have a clear and accessible privacy policy that informs users how collected data will be stored and used.
- We added a link to this privacy policy on our home page on the first significant page after entering our website.
- Our Privacy Policy link includes the word 'Privacy' and can easily be found on the page specified above.
- Users will be notified of any Privacy Policy changes via Email.
- Users can change your personal information by emailing us.
- We have a means for users to request access and view the data we have collected on them.
- We provide users with a way to withdraw consent and purge personal data collected on you; i.e. the “Right to Be Forgotten”.
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8. How does our site handle Do Not Track signals?

We honour Do Not Track signals and Do Not Track, plant cookies, or use advertising when a Do Not Track (DNT) browser mechanism is in place.

9. Does our site allow third-party behavioral tracking?

We allow third-party behavioural tracking. In order to be in line with Fair Information Practices we will take the following responsive action, should a data breach occur:

- We will notify users via email within 7 business days