

# Privacy Notice

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## Why personal information about You will be collected

You (defined in this Privacy Notice as “You” or “Your”) may be asked to provide personally identifiable information when completing a form (defined in this Privacy Notice as “Marketing Enquiry” or “the Marketing Enquiry”) via this corporate website defined in this Privacy Notice as “the Website”.

If You choose to complete and submit the Marketing Enquiry, then BI WORLDWIDE (defined in this Privacy Notice as “BI WORLDWIDE” or “BIW”) has a legitimate interest in the collection and processing of Your personal information to follow-up on Your Marketing Enquiry.

## Personal information about You that will be collected

BI WORLDWIDE may already legitimately possess some personal information about You that may be combined with additional personal information that is collected in connection with the Marketing Enquiry.

BI WORLDWIDE will collect and use personal information about You to:

- communicate with You by phone, e-mail or otherwise
- register You in sales or marketing support platforms such as salesforce.com
- provide Your information to a Business Development Director or Sales Manager at BIW for purposes of follow-up for possible business transactions with Your company

The following types of personal information will be collected and processed:

Name, Job Title, Company Name, Company Address, Business Phone Number, Business Email Address, IP Address

Collection, processing, and storage of personal information are required to follow-up on the Marketing Enquiry.

You have the right to not provide Your personal information. If You choose not to provide Your personal information when requested, BIW may not be able to follow-up on Your Marketing Enquiry.

Personal information is saved for the length of time that is required for BIW to follow-up on Your Marketing Enquiry.

## Use of cookies by the Website

Cookies are small text files that are either stored in memory while You are connected with a website and then are deleted immediately afterward (“Session Cookies”), or placed on Your device by websites that You visit to store some useful information that can be used on future visits to help “remember” specific choices or data entries You have made previously (“Persistent Cookies”). Cookies are widely used to help websites function as efficiently as possible, as well as to provide information to the owners of the website in some cases.

The table below provides greater detail regarding the cookies used by the Website.

Cookie Types	Name(s) used by this site	Purpose	Personal Data stored within the cookie
Authentication	ASP.NET_SessionId	This cookie, often referred to as a user session cookie, helps the web server maintain the unique connection between the user and the web server for the duration of a visit. These cookies only exist as long as the user is connected to the web application.	IP address
User Input	EPI:NumberOfVisits	This tracks how many times a person has visited a page that is the target of personalization. This allows personalized content to be shown to users depending on which pages they've visited and number of times they've visited those pages	None, because this website does not require You to log in.
Load Balancing	AWSALB	These cookies are required by systems used to balance the number of users connected each group of web servers associated with a website. They are required to make sure after a user connects that they are always communicating with the same web server. These cookies only exist as long as the user is connected to the web application.	None
Anonymous Website Analytics Provided by Google Analytics	_gat _gid _ga	These Persistent Cookies are used to collect non-personal information. The information helps us improve the Website performance. The cookies collect information in an anonymous form, including the number of visitors to the Website, where visitors of the Website have come from, and the pages they visited within the Website.	IP Address

### How personal information about You will be used

BI WORLDWIDE respects the privacy of Your personal information and will not be sharing it with third parties, except where necessary to respond to the Marketing Enquiry.

Your personal information will only be used for the intended purpose(s) for which it was originally collected, or for a closely related purpose in conjunction with the Marketing Enquiry.

Your personal information will be used by BIW to the extent required to:

- allow BIW to follow-up on the Marketing Enquiry
- assure You are provided with the Marketing Enquiry content which is relevant to You
- notify You about changes relevant to the Website or related services

When it is necessary to share personal information from the Marketing Enquiry with a third party, Your personal information will be properly protected, only the minimum personal information required will be shared, and it will be shared only on a need-to-know basis.

Your personal information may be shared:

- with employees of BI WORLDWIDE on a need-to-know basis
- with other companies within BI WORLDWIDE's corporate group
- with BI WORLDWIDE's suppliers and sub-contractors in conjunction with the Marketing Enquiry
- if BI WORLDWIDE is under a legal duty to disclose Your information (for example, as required by law enforcement or a court order)
- if BIW must enforce a contract
- if BIW must protect the rights, property, or safety of You or anyone else
- with providers of analytics services as described in the next paragraph

Sponsor will collect the following types of information and use analytics services to help make improvements to the Marketing Enquiry and/or the Website, or to troubleshoot problems:

- personal information – the IP address assigned to Your computer (an IP address is a unique number assigned to Your computer when You use the internet)
- technical information – browser type and version, time zone setting, browser plug-in types and versions, operating system, and device type
- performance information – information about Your use of the Marketing Enquiry Website, including the date and time You connect, the pages of the Website You view, how long it took to display each page You viewed, errors, and the length of time You spent on certain pages

Your personal information is securely stored within the United States of America.

When it is necessary to transfer Your personal information outside of the country in which it is stored, BI WORLDWIDE takes steps to make sure adequate levels of privacy protection in line with applicable data protection laws are in place. These privacy protection measures are contractually required of all parties involved in the transfer.

## **Your rights regarding Your personal information**

BI WORLDWIDE respects Your rights to access and control Your personal information which include:

- 1) Right to information – This right provides You with the ability to ask BI WORLDWIDE for information about what personal information about You is being processed and the rationale for such processing.
- 2) Right to access – This request provides You with the right to see or view Your own personal information that is being processed, as well as to request copies of Your personal information.
- 3) Right to rectification – This right provides You with the ability to ask for modifications to Your personal information if You believe that Your personal information is not up to date or accurate.
- 4) Right to withdraw consent – This right provides You with the ability to withdraw previously given consent for processing of Your personal information for a specific purpose. Your request would then require BI WORLDWIDE to stop the processing of Your personal information that was based on the consent provided earlier.
- 5) Right to object – This right provides You with the ability to object to the processing of Your personal information. Normally, this would be the same as the right to withdraw consent, if consent was

appropriately requested and no processing other than legitimate purposes is being conducted. However, a specific scenario would be when You ask that Your personal information not be processed for certain purposes while a legal dispute is ongoing in court.

6) Right to object to automated processing – This right provides You with the ability to object to a decision based solely on automated processing. Using this right, You may ask that Your input (for instance, a questionnaire You completed) to be reviewed manually, because You believe that automated processing of Your responses may not consider Your unique situation.

7) Right to be forgotten – Also known as right to erasure, this right provides You with the ability to ask for the deletion of Your personal information. This will generally apply to situations where You no longer participate in the Marketing Enquiry. It is important to note that this is not an absolute right, and also must take into consideration BI WORLDWIDE's rights.

8) Right for data portability – This right provides You with the ability to ask for transfer of Your personal information. As part of such request, You may ask for Your personal data to be provided directly to You, or transferred to another data controller other than BI WORLDWIDE. When doing so, Your personal information must be provided or transferred in a machine-readable electronic format.

## **Who to contact with data privacy questions or to exercise Your rights**

Under applicable data protection laws, BI WORLDWIDE is a “**Data Controller**” of Your personal information.

Data Controllers make decisions about how and why Your personal information is used by the Marketing Enquiry, and have a duty to ensure Your rights are protected.

The Marketing Enquiry and the Website are both owned and operated by BI WORLDWIDE (**BIW**) with headquarters located at 7630 E. Bush Lake Road, Minneapolis, MN 55439.

If You have any questions or concerns related to how Your data is used by the Marketing Enquiry, You should contact BI WORLDWIDE directly by sending an email with Your name and contact information to: [DPO.US@BIWorldwide.com](mailto:DPO.US@BIWorldwide.com)

If You are not happy with the response You receive from the Data Controller You have contacted, or You believe that protection of Your personal information or privacy rights have been infringed, You should contact Your country's **Data Protection Authority (DPA)** or the **Swiss Federal Data Protection and Information Commissioner**. You can search for Your country's DPA by entering the name of Your country combined with the words “data protection authority” or “privacy office” into an Internet search page such as [www.google.com](http://www.google.com).