

## **Website Privacy Policy**

This privacy policy ("Privacy Policy") contains information regarding the processing of the workai.com website users data. The administrator of your personal data is Elastic Cloud Solutions Sp. z o.o. with its registered office in Białystok, ul. Żurawia 71, 15-541 Białystok, e-mail: hello@elastic365.com ("Elastic Cloud Solutions").

Elastic Cloud Solutions processes personal data collected via the workai.com website (the "Website"). The data is processed by Elastic Cloud Solutions for the purposes described below:

### **I. Provision of services by electronic means**

We process your personal data in connection with the provision of various services offered via the Website, including:

a) presentation services of the workai platform functionality;

We process the e-mail address provided in the form to provide you with a reminder of the upcoming date of the abovementioned presentation.

b) free access service enabling the download of PDF publications available on the workai.com Website;

We process the data provided in the form to provide you with a link to download the free publication provided by workai.com in a personalized message.

c) services of free participation in webinars organized by Elastic Cloud Solutions;

We process the data given in the form to provide you with personalized message enabling access to the webinar and to remind you of its date.

d) free appointment at conferences and events in which employees and representatives of Elastic Cloud Solutions participate.

We process the data given in the form to provide you with personalized email information related to the event, and the given phone number to confirm your presence.

In this case, your personal data is processed on the basis of art. 6 clause 1 lit. b) GDPR - to perform the contract you conclude with Elastic Cloud Solutions, or to take action at your request before concluding the contract.

### **II. Information about new products, changes in product functionality, events of Elastic Cloud Solutions**

#### **Marketing of own services of Elastic Cloud Solutions**

We shall process your personal data for the purposes of product marketing and events organized by Elastic Cloud Solutions.

When you fill out one of the forms available on the Website, we may ask you for personal data that will allow us to offer you the services you are most interested in. These data may include:

1. name and surname;
2. company name;
3. number of employees;
4. telephone number.

The above data may be subject to profiling in connection with the marketing objectives of Elastic Cloud Solutions.

We use the email address you provide to send you information about products and events organized by Elastic Cloud Solutions. We do this based on your consent to send you information for marketing purposes.

We use your phone number to contact you by phone to present you with the Elastic Cloud Solutions offer.

Providing the above data and agreeing to sending information by Elastic Cloud Solutions for marketing purposes and contact from consultants of Elastic Cloud Solutions is voluntary, however it is a condition of using the free services of Elastic Cloud Solutions offered on the Website.

If you subscribe to the newsletter based on the form available on the website, we use the email address provided in the form to send you information about new products, changes in product functionality and events organized by Elastic Cloud Solutions and events where employees and representatives of Elastic Cloud Solutions will be present.

You are entitled to withdraw your consent at any time by sending an informal message to [hello@elastic365.com](mailto:hello@elastic365.com), or by clicking the appropriate link provided in the message sent by Elastic Cloud Solutions.

Notwithstanding the foregoing, for marketing purposes, Elastic Cloud Solutions may process your IP address and data on your activity on the website, such as: pages visited by you on the Website, use of individual services offered through the Website and the time of visit to individual subpages of the Website. This data can be linked to your email address you provided in forms on [workai.com](http://workai.com) Website.

In the cases described above, we process your personal data on the basis of art. 6 clause 1 letter f) GDPR - based on the legitimate interests of the administrator, consisting of direct marketing of Elastic Cloud Solutions' own services.

## **Communication on the Website**

For purposes related to answering your question sent via the chat function available on the Website with an Elastic Cloud Solutions consultant, Elastic Cloud Solutions may process any data that you include in the content of the sent messages. Chat service available on the [workai.com](http://workai.com) Website is provided by our partner - User.com.

If you have previously registered using one of the forms available on the website, the data provided as part of the contact form or chat may be combined with other data processed for marketing purposes. This allows us to better understand your expectations.

Providing the above-mentioned data is voluntary, however, it may be necessary to enable Elastic Cloud Solutions to process your request.

In the above cases, your personal data is processed on the basis of art. 6 clause 1 letter f) GDPR - based on the legitimate interests of the administrator, consisting in striving to provide you with the most complete information about Elastic Cloud Solutions and services offered, as well as based on Elastic Cloud Solutions' own marketing goals.

## **Your rights**

Due to the processing of your personal data by Elastic Cloud Solutions, you have various rights.

All requests related to your rights can be submitted to us via email ([hello@elastic365.com](mailto:hello@elastic365.com)), traditional mail (send to the address: Elastic Cloud Solutions Sp. z o. o., ul. Żurawia 71, 15-540 Białystok) or contact directly to the Data Protection Inspector: [privacy@elastic365.com](mailto:privacy@elastic365.com)

To protect your data, we reserve the right to ask you additional questions to confirm your identity before executing your instructions.

You have the following rights:

1. Right to rectification: when personal data is inaccurate or incomplete, you can request that appropriate changes be made to your personal data;
2. Right to erasure: you can request the deletion of your personal data;
3. Right to restriction of processing: you can request to limit the processing of your personal data;
4. Right to object: you can object to the processing of your personal data. You have the absolute right to object to the processing of your personal data for direct marketing purposes, including profiling related to direct marketing;
5. Right to withdraw consent: if you have consented to the processing of your personal data, you can withdraw it at any time;
6. Right to data portability: you can request that the personal data provided be returned to you or transferred to a third party.

We strive to provide the best protection of your personal data in accordance with applicable law. If, despite this, you decide that we are processing your personal data unlawfully, you have the right to file a complaint with the supervisory authority, which is the President of the Personal Data Protection Office.

## **Who do we transfer your data to?**

We shall pass your personal data to our service providers - entities that help us provide you with services, as well as entities that support us in marketing activities.

In any case, entrusting your data to other entities shall take place on the basis of a contract in accordance with the GDPR entrusting the processing of personal data. Entrusting data shall not release Elastic Cloud Solutions from the responsibility for processing it.

Due to the fact that some Elastic Cloud Solutions service providers operate outside the European Union, your data may be transferred to countries outside the EU.

We shall also share your data with our employees and colleagues.

In some cases, your personal data may also be transferred to public authorities. This shall only be the case if we are required to do so by applicable law.

### **III. Cookies**

Our website uses cookies to distinguish you from other users of our website. This helps us to provide you with a good experience when you browse our website and also allows us to improve our site and products.

#### **1. What is a cookie**

A cookie is a small file that we store on your browser or the hard drive of your computer if you agree. Cookies contain information that is transferred to your computer's hard drive.

We use the following cookies:

**Necessary cookies** - Cookies that are required for the operation of our website. Cookies that enable you to log into secure areas of our website.

**Analytical/performance cookies** - Allow us to notice and count the number of individual visitors and to see how visitors act on our website using it. This helps us to improve our website, helping users to find things they are looking for more easily.

**Functionality cookies**. Cookies used to recognize you when you make returning visit on our website. We can personalize our content for you, remember your preferences (for example, your choice of language or region).

**Targeting cookies** - Cookies recording your visit to our website, the pages you have visited and the followed links. We will use this information to make our website and the advertising campaign we lead more related to your interests. Considering last purpose we may also share this information with third parties.

#### **2. Particular cookies**

Please consult the information below about the particular cookies we use and the purposes for which we use them.

a) Facebook - Store information about your preferences, and allow us to customize and provide you with offers that are targeted at your individual interests on the Facebook platform.

For more detailed information on Facebook's cookie policy please visit - <https://www.facebook.com/policies/cookies/>

b) LinkedIn - Store information about your preferences, and allow us to customize and provide you with offers that are targeted at your individual interests on the LinkedIn platform.

For more detailed information on LinkedIn's cookie policy please visit - <https://www.linkedin.com/legal/cookie-policy>

c) Google Analytics - Collect and aggregate visitor information such as browsing patterns and page visits to measure how users interact with website content. All information collected is anonymous.

d) Google Ads - Store information about your preferences, and allow us to customize and provide you with offers that are targeted at your individual interests on the Google platform.

To see more information on how Google deals with privacy please visit - [www.google.com/policies/privacy/](http://www.google.com/policies/privacy/)

e) User.com – Collect and aggregate visitor information such as browsing patterns and page visits to measure how users interact with content published, and allow us to conduct marketing campaigns resulting from the nature of our business.

To see more information on how User.com deals with user data please visit <https://docs.user.com/search/?q=user+data>

f) Remarketing - The website uses cookie remarketing tools to be able to direct advertisements to you on Facebook (Facebook Pixel) LinkedIn (LinkedIn Pixel). Twitter (twitter Pixel) and Google (Google Advertising Network).

### **3. Log files and web beacons**

In addition to cookies, the Website may also collect data usually collected by internet system administrators as part of so-called logs or log files. Information contained in logs may include: Your IP address, type of internet browser, address of the page from which you entered the Website.

Some subpages of the Website may contain so-called web beacons. Web beacons allow you to receive information such as the IP address of the computer on which the page on which the web beacon was posted, the URL of the page, time of page loading, type of browser, as well as information contained in cookies in order to assess the effectiveness of our ads.

### **4. How to control cookies**

You may manage, control or delete cookies – for details, visit <http://www.whatarecookies.com/enable.asp>. You may delete all cookies that are already on your computer and you can set your browser to block them from being installed. If you do this, however, you may have to adjust some preferences manually every time you visit a site. Additionally some of services and functionalities may not work.

Please note that third parties (including, for example, advertising networks and providers of external services like web traffic analysis services) may also use cookies, over which we have no control. These cookies are likely to be analytical/performance cookies or targeting cookies.

You can block cookies by activating the setting on your browser that blocks all or some cookies. Have in mind that, if you use your browser settings to block all cookies (including essential cookies) you may not have access to all functionalities of our webpage.

#### **IV. Changes to the Privacy Policy**

We reserve the right to introduce changes to our privacy policy. If the privacy policy changes, we will inform you about it.