

PRIVACY POLICY

We want to inform you about processing of personal data when you are browsing our website www.applifting.io or www.applifting.cz or using our forms on this website. We are Applifting s.r.o., reg. n.: 02542072, with its registered office at Šaldova 476/9, Karlín, 186 00 Praha 8, contact e-mail: gdpr@applifting.io and we will process your personal information as data controller. There are 2 forms on our website where we may collect your personal data and we also collect basic information from cookies.

CONTACT FORM

In the contact form, you have to insert your name, surname, e-mail and information in the message you want to send us. We obtain all this data in order to be able to answer your question, offer or demand. The legal basis for processing will be the necessity for fulfillment of the contract according to Article 6 paragraph 1 b) GDPR, as in many cases this may be the beginning of a contractual negotiation. At the same time, the processing may be based on our legitimate interest pursuant to Article 6 paragraph 1 f) GDPR, which consists in answering the questions raised and ensuring the functioning of the company.

We will store personal data for the duration of mutual communication. If we subsequently start cooperating, it may happen that we keep the data and communication for the period of mutual cooperation.

We send your information from the form (name, cover letter, contact information) to our Communication tool provided by Slack Technologies Limited. You can learn more here: <https://slack.com/intl/en-cz/trust/compliance/gdpr>. All personal data are stored solely in EU.

You may also give us a consent under the Article 6 paragraph 1 a) GDPR to obtain newsletter from us. When you give us your consent, we will start sending you news about our company, interesting offers etc. You may withdraw your consent any time. You will be obtaining newsletters until you withdraw your consent by sending us information that you do now want to obtain newsletters anymore on e-mail: gdpr@applifting.io. You may also withdraw your consent by clicking on withdrawal in every newsletter we send you.

HUBSPOT SUBSCRIPTION FORM

To get to some of our content you have to fill in our subscription form on the Hubspot service. In the form, you have to insert your name, surname, e-mail, phone and company name. We obtain all this data in order to be able to contact you if we have services relevant to your needs. The legal basis for processing is giving consent according to Article 6 paragraph 1 a) GDPR. At the same time, the processing may be based on our legitimate interest pursuant to Article 6 paragraph 1 f) GDPR, which consists in tracking the popularity and relevance of our content and ensuring the functioning of the company. You may withdraw your consent any time. You will be obtaining newsletters until you withdraw your consent by sending us information that you do now want to obtain newsletters

anymore on e-mail: gdpr@applifting.io. You may also withdraw your consent by clicking on withdrawal in every newsletter we send you.

We will store personal data for the duration of mutual communication. If we subsequently start cooperating, it may happen that we keep the data and communication for the period of mutual cooperation.

We save the data from the form in CRM System provided by HubSpot, Inc. and HubSpot Ireland Limited. You may find more information here: <https://legal.hubspot.com/dpa>. We also send provided information from form (name, surname, e-mail, phone and company name) to our Communication tool provided by Slack Technologies Limited. You can learn more here: <https://slack.com/intl/en-cz/trust/compliance/gdpr>. All personal data are stored solely in EU.

JOB OFFER FORM

On the website, we publish offers for various job positions. If you are interested in a job position, you can contact us via the form. In the form, we require your name, surname, telephone number, e-mail and possibly other contact details, professional data, location and other information that you enter in the form. We will use the data for the purposes of the job interview, while the legal basis will be the necessity for the fulfillment of the contract according to Article 6, paragraph 1 b) GDPR.

If during the selection procedure we find out that you are a suitable candidate, but you were not currently chosen, we will keep your data for a period of 6 months, based on our legitimate interest pursuant to Article 6, paragraph 1 f) GDPR, which consists in creating a database of suitable candidates for specific position and we can reach out when new job opportunity for specific position opens. If we select you, we will keep the data until we have completed all the details necessary for the establishment of an employment relationship. In this case, we will process your personal data under the Article 6, paragraph 1 b) GDPR, i.e. mutual contractual relationship.

We may also process your information provided in this form on the basis of your consent according to the Article 6, paragraph 1 a) GDPR. In this case, we will keep your data for the period of 3 years and we may contact you whether we think that you are suitable for any job position offered by us. Do not forget that you have the right to withdraw the consent any time by sending e-mail to gdpr@applifting.io.

We save the data from the form in Recruitment Software provided by Recruitee B.V., Keizersgracht 313, 1016 EE Amsterdam. You may find more information here: <https://recruitee.com/security-gdpr>. We also send your information from form (name, cover letter, contact information) to our Communication tool provided by Slack Technologies Limited. You can learn more here: <https://slack.com/intl/en-cz/trust/compliance/gdpr>. All personal data are stored solely in EU.

WHAT RIGHTS DO YOU HAVE?

You have the following rights in relation to our processing of your personal data:

- a) right of access to personal data;
- b) right to rectification;
- c) right to erasure ('right to be forgotten');
- d) right to restriction of data processing;
- e) right to data portability;
- f) right to object to processing; and
- g) right to file a complaint with respect to personal data processing.

Your rights are explained below so that you can get a better idea of their contents. **You can exercise all your rights by contacting us at the following e-mail address: gdpr@applifting.io. You can file a complaint with the supervisory authority, i.e. the Office for Personal Data Protection (www.uoou.cz).**

The right of access means that you can ask us at any time to confirm whether or not personal data concerning you are being processed and, if they are, you have the right to access the data and to information for what purposes, to what extent and to whom they are disclosed, for how long we will process them, whether you have the right to rectification, erasure, restriction of processing or to object; from which source we obtained the personal data, and whether automated decision-making, including any profiling, occurs on the basis of processing of your personal data.

The right to rectification means that you may request us at any time to rectify or supplement your personal data if they are inaccurate or incomplete.

The right to erasure means that we must erase your personal data if (i) they are no longer necessary for the purposes for which they were collected or otherwise processed; (ii) the processing is unlawful; (iii) you object to the processing and there exist no overriding legitimate grounds for processing; or (iv) this is required of us based on a legal duty.

The right to restriction of processing means that until any disputable issues concerning the processing of your personal data are resolved, we must restrict the processing of your personal data.

The right to data portability means that you have the right to obtain personal data that concern you and which you have provided to us and which are processed in an automated manner and on the basis of consent or contract, in a structured, commonly used and machine-readable format, and the right to have these personal data transferred directly to another controller.

The right to object means that you may object to the processing of your personal data that we process for the purposes of our legitimate interests, especially for the purposes of direct marketing. If you object to processing for the purposes of direct marketing, we will no longer process your personal data for those purposes.

This Privacy Policy is effective from 22nd of October, 2020.

USE OF COOKIES ON OUR WEBSITE

1. What are cookies?

Cookies are small text files saved by a website on your computer or mobile device when you start using the website. For a certain period of time, the website will thus remember your preferences and steps you have taken (e.g. login details, language, font size and other display preferences), so that you need not enter the data again and go from one page to another.

2. Why do we use cookies?

Our website, just like almost all websites, uses cookies to provide you with the best possible user experience. Specifically, our cookies help us:

- Operate our website as you would expect;
- Constantly improve our website;
- Make our website more efficient.

We **do not use** cookies for:

- Collecting any sensitive data;
- Transferring personal data to third parties; or
- Obtaining any commission on sales.

You can learn more about all the cookies we use below.

3. More information on cookies

3.1. Cookies used for correct functioning of the website

We use some cookies to ensure that our website functions correctly, such as helping us to save your account login.

Unfortunately, there is no way to prevent the use of these cookies other than by stopping the use of our website.

3.2. Third-party functions

Our website, just like most websites, also includes third-party functionalities. For example, Facebook Pixel which is included in the website to connect your social network. If these cookies are disabled, this will likely block the functionalities provided by these third parties.

Our website includes the following third-party cookies:

3.2.1. Social network cookies

They allow us to connect your social network profile with your preferences.

We use:

Facebook Pixel ([More information](#)).

3.2.2. Visitors' statistics cookies

We also use cookies to draw up visitor statistics, e.g. to determine how many people have visited our website, which type of technology they used (e.g. iOS or Windows – this helps us determine in which cases our website does not work as it should for specific technologies), what time they spent on our website, which page they viewed the most, etc. This helps us continuously improve our website. These programmes, so called “analytics”, also indicate how people reached the website (e.g. from Google search engines) and whether they had already visited it previously – this helps us spend more money to develop the services for you instead of making marketing expenses.

We use:

Google Analytics ([More information](#))

HubSpot ([More information](#))

Hotjar ([More information](#)).

4. Administration of cookies settings

In order to ensure your protection in conformity with the EU law, we are not allowed to use all cookies without having your prior consent. To this end, we divide the cookies we use into two categories. Those necessary for correct functioning of the website or performance of a service you require from us, on the one hand, and other cookies, on the other hand. The former category is described above in this information message and we can use these cookies even without your consent.

We may use other cookies only if you give your consent to this by clicking on “I agree” in the information banner displayed during the visit of our website or by clicking on “I agree with cookies” below in this information message.

5. Disabling or limiting cookies

In most cases, you can disable cookies by modifying the browser settings in that you disable cookies in the browser. If you do so, you will probably limit the functioning of our website, as well as a great many websites worldwide, because cookies form a standard part of a majority of modern websites. In respect of cookies, you might be concerned about “spyware”. Please note that rather than by disabling cookies in your browser, you can attain the same objective by installing an anti-spyware software that automatically removes cookies considered invasive.

Below, you can find a link to the cookies settings in individual browsers:

- [Google Chrome](#);
- [Mozilla Firefox](#);
- [Safari](#);
- [Microsoft Edge](#).