



Privacy Notice

Last updated: 18 May 2018

1. Introduction

Your privacy is important to us at SpinetiX SA and our affiliates (**SpinetiX**). Our registered address is Sonnenbergstrasse 9, 6052 Hergiswil, Switzerland.

This privacy notice details the personal information we collect, the purposes for which we use it, steps we take to protect it, and your rights regarding our use of your personal information. Please read this privacy notice carefully. Contact us at legal@spinetix.com, or write to us at the above address, if you have any questions about this privacy notice and/or our use of your personal information.

We may change our privacy notice from time to time. We will post any changes to our privacy notice on our website with the effective date of the change. We encourage you to check back often for updates to this notice.

2. What personal information we collect

Personal information means any information that identifies an individual, such as name, phone number or email address. We collect personal information of our customers, people who are interested in our products, services and events and people who communicate with us.

The personal information we collect may include:

- Name, email address, telephone and other contact details
- Information about your company and job function
- Invoicing and financial information of clients
- Standard information your browser sends to our website, such as your IP address

Payment card details: To process credit card or debit card details you will be directed to a payment form operated by the companies listed in the table below. Their terms and conditions are available also in this table. SpinetiX does not process or store your credit card or debit card details directly.

Name of payment processing company	Terms of Service/Privacy Notice or Policy
American Express Payment Services Limited	Terms & Privacy Policy
BS PAYONE GmbH	Terms & Privacy Policy
Datatrans AG	Terms & Privacy Policy
PayPal Inc.	Terms & Privacy Policy

3. How we collect personal information

We may collect personal information in a variety of ways:

- You provide the personal information to us directly e.g. through a form on our website, through emailing us, in person at a seminar, workshop or conference
- We collect personal information automatically through our website (e.g. through cookies as explained below)

4. Why we process information

We collect, use, and store personal information about you for the following purposes:

- To provide you with information on our products and services that you have requested from us
- To provide products and services to you and to fulfill our contractual obligations
- To send you updates and news on our events, products, and services
- To set up your account
- To issue invoices and manage accounts and records

- To administer our website and help us improve our services
- To comply with legal obligations applicable to us
- To meet our internal and external audit requirements
- To improve the quality of our products and services
- To review a job application or inquiry you have sent us

5. When we share personal information and why

We share or disclose personal information when necessary to provide you with our products, services, and events, and to provide updates and news on each of these. We also share or disclose personal information when necessary to conduct and administer our business operations.

SpinetiX sells and supports its products, software, and services through third-party channel distribution partners and resellers located in different countries. We share personal information with our third-party channel distribution partners and resellers to provide you products, software, and services, to follow-up on sales inquiries and to provide you with information that you have requested. Typically, we would provide this to a third-party channel distribution partner and/or reseller who is in the same country as you, or the nearest country in which a channel distribution partner and/or reseller is located who supports customers in your country. We require our third-party channel distribution partners and resellers to comply with applicable data protection and privacy laws.

We may share personal information with our third-party service providers to provide you our products, software, services, and events, or to provide you with information on each of them.

We may share personal information with other third parties, where required, such as to comply with requests from governmental authorities when such disclosure is necessary according to applicable law.

6. Where we store, process and transfer personal information

We work with third party service providers for marketing automation purposes and for cloud hosting services. These providers host platforms where personal information may be stored and processed. Our major processors are listed in the table below. To review how these third-party service providers, use and process your personal information you should check their privacy notices and policies which we have detailed below.

At times, this processing may occur outside of your home country. For residents of the European Union we use reasonable efforts to ensure that such personal information stays in the European Economic Area, however some personal information we collect may be transferred within or outside the country or territory where it was collected for further processing in accordance with the purposes for which your personal information was originally collected or for purposes to which you have consented. In this situation, we take steps to ensure your personal information is processed and transferred according to applicable law, such as the US-Swiss Privacy Shield, and take measures to ensure your rights are adequately protected by technical and contractual means.

Name of Processor	Purpose	Terms/Privacy Notice or Policy
Airtable	Database	Terms & Privacy Policy
Amazon Web Services	Cloud Storage	Terms & Privacy Policy
MailChimp/ Mandrill	Marketing automation platform	Terms & Privacy Policy
GetSiteControl	Website buttons, newsletter & contact form	Terms & Privacy Policy
Google Analytics	Website statistics & analysis	Terms & Privacy Policy
GoToWebinar	Webinars	Terms & Privacy Policy
Microsoft Office 365	Storage, shared documents	Terms & Privacy Policy
OVH	Website hosting	Terms & Privacy Policy
Zapier	Apps automation	Terms & Privacy Policy

7. How long we store the personal information

We keep personal information for the time necessary for us to complete the purposes for which it was collected, or as legally required (e.g. for accounting purposes). When we no longer need the personal information, it is deleted.

8. How we secure the personal information

We are committed to ensuring that your personal information is secure. We implement appropriate technologies and organizational measures to prevent unauthorized access or disclosure of the personal information. For example, we process the personal information you provide on computer systems with limited access. We also require our third-party service providers to comply with applicable data privacy and security requirements.

9. Links to other websites

Our website may contain links to other websites not operated by us. We provide hyperlinks to these websites for your convenience, however, we are not responsible for the operation of these websites or their data protection and privacy practices. We recommend that you review these websites privacy notices and policies.

10. Unsubscribe

We hope that you will enjoy the updates and news that we send to you electronically or by post. However, if you do not want to receive emails containing updates and news from us, or you wish to be removed from a posting list, you may unsubscribe at any time by using the unsubscribe button contained in each of our emails, emailing us at legal@spinetix.com, or writing to us at the address below.

11. Your rights with respect to your personal information

You have certain right with respect to the personal information we hold on you:

- Request a copy of the personal information we have about you.
- Request us to correct or delete the personal information
- Request data portability
- Withdraw your consent to our using the personal information

- Unsubscribe from a mailing list as described above

If you would like to exercise these rights or have any questions about this privacy notice, please contact us at legal@spinetix.com or write to us at our registered address: Sonnenbergstrasse 9, 6052 Hergiswil, Switzerland.

Cookies

1. What are Cookies?

Cookies are simple text files that a website places on your computer or mobile device. These text files store anonymous information about your visit such as a unique identifier that in turn helps a website recognize you each time you come back, remember your preference settings, and help us enhance the performance of our website. Only the website server that placed the cookie can retrieve or read the contents of that cookie.

2. How does SpinetiX use Cookies?

At [SpinetiX.com](https://spinetix.com), we use cookies to make sense of the content on our website that you are interested in and to remember you if you choose to return to the website. Information in cookies we use is encrypted and anonymous. In some cases, the information provided by cookies helps us optimize the website for better user experience. In other cases, the cookies directly provide a customized experience on the website. For instance, cookies help us understand the path you take when browsing through the website.

We do not use cookies to gather information unnecessarily. Also, cookies we use cannot in any way harm your computer. For example, we do not store cookies on your computer that contain identifiable information like credit card details.

The tables below summarize the cookies our website may place on your computer or device when you visit [SpinetiX.com](https://spinetix.com)

FUNCTIONAL COOKIES

Cookie name	Description	Expiration (i.e. when the cookie is deleted from your device)
cookie_banner_state	This cookie helps our website know when the banner with cookie information appears.	1 year

ANALYTICS COOKIES

Cookie name	Description	Expiration (i.e. when the cookie is deleted from your device)
__utma	Used to distinguish users and sessions. This cookie keeps track of the number of times a visitor has been to the site, when their first visit was and when their last visit occurred.	30 minutes
__utmb	Used to determine new sessions/visits. The cookie contains the timestamp of the exact moment in time when a visitor enters the website.	1 year
__utmc	Contains a timestamp of the exact moment in time when a visitor leaves the website. The __utmb and __utmc cookies are brothers; working together to calculate how long a visit takes.	Until end of browser session
__utmt	This cookie indicates the request that a visitor makes from the website, for example, a banner click.	10 minutes
__utmv	This cookie works hand in hand with the __utmz cookie to improve cookie targeting capabilities. It allows for custom variables to be created to segment different groups of users and understand their behavior.	6 months

Cookie name	Description	Expiration (i.e. when the cookie is deleted from your device)
__utmz	Stores traffic source information that explains how a visitor reached our website.	2 years

3. How can I disable or delete cookies from my PC?

You can set your internet browser to notify you when you receive a cookie (see details below). This allows you to reject or accept cookies. If you disable or reject cookies, some of the services and features of our website may not function properly. Deleting cookies will affect your experience on most websites you've already visited. For example, if you delete all cookies and you previously logged in to Facebook or Twitter, your account sessions will be closed and you'd need to log in again.

If you continue to use our website without changing your browser settings, we will assume you are consenting to our use of cookies.

Nevertheless, if you want to delete cookies from your PC, please follow the instructions below depending on the web browser you use:

- [Delete cookies in Chrome](#)
- [Delete cookies in Firefox](#)
- [Delete cookies in Internet Explorer](#)
- [Delete cookies in Safari](#)
- [Delete cookies in Microsoft Edge web browser](#)
- [Delete cookies in Opera browser](#)

4. Further information about cookies

If you'd like to learn more about cookies and how to manage them, visit the following pages:

- <http://www.aboutcookies.org/>
- <http://docs.woothemes.com/document/woocommerce-cookies/>

- <https://developers.google.com/analytics/devguides/collection/analyticsjs/cookie-usage>