

PRIVACY POLICY

GENERAL

Martistel Technology - FZCO ("Martistel") acknowledges the significance of your privacy and is committed to handling it with utmost seriousness. This Martistel Privacy Policy ("Privacy Policy") delineates our privacy procedures concerning the activities outlined herein. We urge you to thoroughly review this Privacy Policy to understand how we collect, utilize, share, and process information pertaining to individuals ("Personal Data"), as well as to familiarize yourself with your rights concerning our handling of your Personal Data.

Throughout this Privacy Policy, references to "Martistel," "we," "us," or the "Company" pertain to www.martistel.com and the pertinent affiliate involved in the processing activity. Additionally, this Privacy Policy extends to information submitted to us by customers via their proprietary software or third-party software, collectively referred to as "third-party software," or through alternative channels.

PERSONAL DATA YOU PROVIDE US

If you express interest in acquiring additional details about our services, utilize our "Contact Us" or similar functionalities, register for our websites, sign up for an event or webinar, or download specific content, we may request that you furnish us with your contact particulars, such as your name, job title, company name, phone number, email address.

When you engage with our websites or emails, we automatically gather information about your device and your interaction with our websites or emails via cookies, web beacons, or analogous technologies. This may encompass Internet Protocol (IP) addresses or other identifiers, which could qualify as Personal Data.

If you furnish us with any Personal Data pertaining to other individuals, you assert that you possess the authority to do so and recognize that it will be handled in accordance with this Privacy Policy. If you suspect that your Personal Data has been provided to us inappropriately or wish to exercise your rights concerning your Personal Data, kindly reach out to us using the contact details provided in the "Contacting us" section below.

DATA COLLECTED AUTOMATICALLY LIKE DEVICE INFORMATION / WEBSITE COOKIES / GOOGLE ANALYTICS

INFORMATION AUTOMATICALLY COLLECTED: Upon connection to our website, we automatically gather specific information pertaining to individual users' usage. This data may encompass IP address (or proxy server), device and application identification numbers, location, browser type, Internet service provider and/or mobile carrier, viewed pages and files, search activity, operating system and system configuration details, as well as date/time stamps associated with your usage. The purpose of collecting this information is to analyze overarching trends, assist in the enhancement of our websites, ensure their security, and maintain their proper functionality. Some of the device and usage data collected within the websites browsing, whether independently or in conjunction with other data, may be personally identifying to you. Please be aware that this data is primarily utilized to distinguish each user logging on (as opposed to specific individuals), except where it is strictly necessary to identify an individual for security purposes or as required in our provision of services to our customers (where we act as a processor).

COOKIES AND SIMILAR TECHNOLOGIES: We utilize cookies and similar technologies, such as web beacons, tags, and JavaScript, either individually or combined with cookies, to compile information about website usage and interaction with emails from us. When you visit our websites, we or an authorized third party may place a cookie on your browser and/or device, collecting information, including Personal Data, about your online activities across different sites over time. Cookies enable us to track usage, determine browsing preferences, and enhance and personalize your browsing experience. Both session-based and persistent cookies are used on our websites. Session-based cookies exist only during a single session and are deleted from your computer upon closing your browser or turning off your computer, whereas persistent cookies remain on your device after browser closure or computer shutdown. While you can manage cookie usage at the browser level, opting to disable cookies may restrict your access to certain features or functions on our websites. Several web browsers, including Internet Explorer, Firefox, and Safari, offer a "Do Not Track" (DNT) option, signaling visited websites about the user's DNT setting. We acknowledge and respect DNT signals or similar technologies. If your device employs a DNT browser mechanism, we refrain from tracking, using cookies, or displaying advertisements.

GOOGLE ANALYTICS: Google Analytics is a web analytics service offered by Google Inc. that tracks and reports website traffic (such as navigation path, length of stay, returning or new user, end device). Google uses the data collected to track and monitor the use of our website. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. We do not use the information and personal data collected by Google Analytics to identify individuals unless we become aware of specific indications of illegal use. For more information on the privacy practices of Google, please visit the Google Privacy Terms web page: <http://www.google.com/intl/en/policies/privacy/>. We also encourage you to review the Google's policy for safeguarding your data: <https://support.google.com/analytics/answer/6004245?hl=en&sjid=1350649060421437817-EU>. You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>. By continuing to use our website without opting out to Google Analytics, you are agreeing to the collection of data by Google Analytics.

PURPOSE OF THE COLLECTION OF PERSONAL DATA

Utilization of Our Websites: We process your Personal Data to execute our contractual obligations with you regarding the utilization of our websites and to fulfill our commitments under applicable terms of use. In instances where no contract has been established, we base the processing of your Personal Data on our legitimate interest to administer and manage our websites, providing you with accessed content and requested functionalities (e.g., downloading content from our websites), necessary during your interaction with our websites.

Enhancement of Website Security: Your Personal Data is processed to uphold the safety and security of our websites by monitoring their usage, generating aggregated, non-personal data, validating accounts and activities, investigating suspicious actions, and enforcing our terms and policies. This processing is necessary for our legitimate interest in safeguarding the integrity and security of our website, systems, and applications, as well as protecting our rights and the rights of others.

Development and Enhancement of Websites: Your Personal Data is analyzed to discern trends and monitor your interactions with our websites. This analysis is crucial for our legitimate interest in refining and enhancing our offerings, providing users with more relevant content, or where your valid consent is sought.

Assessment and Improvement of User Experience: Usage of Personal Data, as outlined in Section 2 above, which may be linked to your Personal Data, is employed to evaluate trends and enhance the overall user experience. This evaluation is essential for our legitimate interest in refining and improving our service offerings or with your valid consent.

Review of Compliance with Usage Terms: We process your Personal Data to ensure adherence to the applicable usage terms specified in our customer contracts, serving our legitimate interest in upholding compliance with relevant terms.

Evaluation of Capacity Requirements and Identification of Customer Opportunities: Your Personal Data is processed to assess service capacity requirements and identify potential customer opportunities, serving our legitimate interest in meeting essential capacity needs and customer demands.

Delivery of Personalized Advertisements and Content, and Transmission of Marketing Communications: Your Personal Data is processed to conduct marketing research, furnish personalized information, send marketing communications, and deliver other non-transactional messages (e.g., marketing newsletters, telemarketing calls, SMS, or push notifications) regarding our products, promotions, or events. This processing is necessary for our legitimate interest in advertising our websites, or where your prior consent has been obtained.

Adherence to Legal Obligations: We process your Personal Data in compliance with legal obligations under applicable laws, including cooperation with public and government authorities, courts, or regulators. This processing may involve the disclosure of Personal Data to protect our rights, prevent misuse or abuse of our websites, respond to legal requests, or pursue available remedies.

Failure to provide required Personal Data, when requested by law or under a contractual agreement, may impede our ability to fulfill our contractual obligations with you.

SHARING OF PERSONAL DATA

We have no intention to share your personal data. The sharing of Personal Data is strictly governed by applicable laws and regulations. Subject to your prior consent, we may disclose your personal information to third parties.

We may disclose your Personal Data for the following purposes:

- To comply with applicable laws, regulations, and other relevant provisions.
- To comply with court judgments, rulings, or other legal procedures.
- To comply with the requirements of relevant government offices or other statutory authorized organizations.
- When we have reason to believe that it is necessary to abide by laws and regulations.
- To implement relevant service agreements or policies, safeguard public interest, and protect the personal property security or other legitimate rights and interests of our customers, our affiliated companies, other users, or employees, in a reasonable and necessary manner.

For further information on the recipients of your Personal Data, please contact us using the information provided in the "Contacting us" section below.

TRANSFER OF DATA

Your data, including Personal Data, may be transferred to and stored on computers located outside of your state, province, country, or other governmental jurisdiction, where the data protection laws may differ from those in your jurisdiction.

By consenting to this Privacy Policy and submitting such information, you agree to the transfer of your data.

We will take all reasonable steps to ensure that your data is treated securely and in accordance with this Privacy Policy. No transfer of your Personal Data will occur to an organization or country unless adequate controls are in place, including the security of your data and other personal information.

PROTECTION OF CHILDREN'S PRIVACY

Our websites are not intended for children. We do not knowingly collect Personal Data from children under the age of 18. If you are a parent or guardian and believe that your child has provided us with Personal Data without your consent, please contact us using the information provided in the "Contacting us" section below. We will take steps to delete such Personal Data from our systems. Please note that your request does not guarantee complete or comprehensive removal of the content or information, as some of your content may have been reposted by another visitor to our websites.

RETENTION OF PERSONAL DATA

We retain your Personal Data for a duration consistent with the original purpose of collection. The determination of the appropriate retention period for Personal Data is based on factors including the quantity, nature, and sensitivity of the processed Personal Data, the potential risk of harm from unauthorized use or disclosure, our ability to achieve processing purposes through alternative means, and applicable legal requirements (such as statutes of limitation). Upon expiration of the relevant retention periods, your Personal Data will be deleted. If any data cannot be entirely deleted from our systems due to technical reasons, we will implement suitable measures to prevent further use of such data. For additional information on applicable data retention periods, please contact us using the information provided in the "Contacting us" section below.

RIGHTS TO MANAGE PERSONAL DATA

According to this Private Policy, we will collect and use your Personal Data only to realize the functions of our products or services. If you find that we have violated the provisions of laws, administrative regulations or the agreement between the two sides to collect and use your Personal Data, you can inform us to delete it. If you find that your Personal Data we collect and store is wrong, you can inform us to correct it or delete.

Please understand that due to technical constraints, legal or regulatory requirements, we may not be able to meet all your requirements, and we will respond to your request within a reasonable period of time.

You may also modify your Personal Data or unsubscribe by contacting us using the information in the "Contacting us" section, below. Please note that opting out of marketing communications does not opt you out of receiving important business communications related to your current relationship with us, such as communications about your subscriptions or event registrations, service announcements or security information.

PROTECTION OF PERSONAL DATA SECURITY

We implement various precautions, including organizational, technical, and physical measures, to mitigate the risk of accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to, the Personal Data we process or utilize.

Although we adhere to widely accepted standards to safeguard Personal Data, it's important to note that no method of storage or transmission is entirely infallible. You bear the sole responsibility for safeguarding your password, restricting access to your devices, and logging out of websites after your sessions.

Should you have any inquiries regarding the security measures implemented on our websites, please don't hesitate to contact us using the information provided in the "Contacting us" section below.

EUROPEAN UNION USERS

For individual customers residing in the areas that are subjected to the European Union General Data Protection Regulation ("GDPR"), you are entitled to the additional rights below.

We will not transfer or authorize the transfer of data to countries outside the European Union ("EU") and/or the European Economic Area ("EEA") without your prior written consent.

CALIFORNIA USERS

Under California law, residents of California are granted additional rights concerning the use of their personal information. If you are a California consumer residing in the state, you possess the following rights:

Right to Know and Data Portability: You may request that We disclose certain details about our collection and utilization of your personal information over the past 12 months. Upon receipt of your request and verification of your identity, We will provide the requested information.

Right to Delete: You have the right to ask that We delete any personal information collected from you and retained, with some exceptions. After receiving your request and verifying your identity, We will assess whether any exceptions permitting us to retain the information apply.

Exercising Your Rights to Know or Delete: To exercise your rights to know or delete as outlined above, please submit a request by contacting us.

CHANGES TO THIS PRIVACY POLICY

From time to time we may change this Privacy Policy in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. You can tell when changes have been made to the Privacy Policy by referring to the "Last Updated" legend at the bottom of this page. Your continued use of the website following any changes to this Privacy Policy constitutes your acceptance of any such changes made.

CONTACTING US

If you wish to exercise your rights concerning your Personal Data, or if you have any inquiries regarding this Privacy Policy or our privacy practices, please feel free to contact us.

By email: info@martistel.com

We are committed to working with you to obtain a fair resolution of any complaint or concern about privacy. If, however, you believe that we have not been able to assist with your complaint or concern, you have the right to lodge a complaint with the competent supervisory authority.

Last Updated: 1/02/204