

Exact's Privacy Policy

January 26, 2018

1. Introduction

Our Privacy Policy will help you understand what data Exact gathers, how Exact uses this data, and what options this provides you as a user of our app. We care about our users' integrity and work continuously to improve our services.

1.1 Basis

When we talk about "Exact", "we", "our" or "us" in this Policy, we are referring to Exact AB, which provides the service. When we talk about "services" in this policy, we are referring to our website. Our services are currently available for use via a browser or program specific to your computer or mobile device, and this is described in more detail on our website. Exact cares about your security. You are welcome to contact us with any questions you may have.

1.2 Gathered data and users

When we use the term "user", we are referring to someone using our services and/or visiting our website or Facebook page. In this policy, content and information submitted by users of our services are referred to as "data". Data is verified by our organization or by a third party. Where Exact gathers or processes customer data, we do so on the user's behalf and with confidentiality.

2. Data we gather

2.1. User data

By gathering data, we can improve our services and make them more readily accessible to our users. This may include basic aspects, such as language, region or your particular interests. Accordingly, we gather:

a. Data that you submit personally:

- Name
- Address
- Telephone number
- E-mail address
- Profile data

b. Data made accessible to us when you use our services

- Data regarding your device
- Log data
- Internet protocol address
- Location data
- Local storage
- Data from Google Analytics, [Read more](#)
- Data from Hotjar, [Read more](#)
- Data from ActiveCampaign. [Read more](#)

2.2 Use of gathered data

Data that you submit personally or made accessible to us when you use our services

We reuse data by making use of

- Google Analytics, [Read more](#)
- Data from ActiveCampaign. [Read more](#)

3. Information made accessible to Exact

3.1. Disclosed data

Exact is able to access data submitted by the user.

Profile data that the user personally registers via our website. On their pages, users submit data including name, phone number and e-mail address.

3.2. Other data

- **Log data**

When you use our services, our servers automatically gain access to various types of data, including data that your browser submits when you visit a website or that your mobile app submits when you use it. This log data may include your IP address, type of browser, the address of the web page you visited before using our services, browsers and settings, the date and time when you used our services, data regarding your browser's plug-ins, language settings, and cookie data.

- **Data regarding your device**

We may gather data regarding the device on which you use our services. This data may include the type of device (smartphone, tablet or stationary computer), the operating system you are using, device settings, program identifier, unique device identifier and crash data. Whether we gather all of this data, or only parts, often depends on the type of device you are using and its settings.

4.How Exact uses your data

We use your data to improve our communications and to improve and adapt our services. We also use it to improve security and to protect data that users have disclosed.

4.1. User data

Exact may access and use data where necessary within reason and/or in accordance with the user's instructions to:

- a. provide, maintain and improve services.
- b. prevent, improve and maintain service, security, technical matters, and, at the customer's request, in connection with customer support matters.
- c. access to guarantees and assurances
- d. comply with legal requirements permitting data processing
- c. comply with what is stated in our agreement with the user or expressly authorized by the user in writing.

Further information on confidentiality and security at Exact is available on our website.

5.2. Other data

We also use other types of data to provide our services. This specifically to:

- **Understand and improve our services.** We conduct regular research and analyse trends to better understand how our users use our services and to then improve those services.
- **Communicate with our users:**
 - Answer questions
 - Share data
 - Share knowledge
- **Investigate and prevent problems.** We work continuously to improve our services and to ensure that they work well and comply with current standards and regulations.

6. Your choices

6.1. Data

As a user, you control what information you want Exact to have access to. Exact will be able to use the data you share with us through Facebook for our own purposes in developing our services. However, we do not intend to share that data in any other way.

7. Data that Exact shares

We do not share personal data with companies, organizations or individuals outside Exact, except in the following situations:

7.1. With your consent

We share personal data with companies, organizations or individuals outside Exact if you have given us your consent to do so. In such cases, we must have your active consent to be able to share sensitive personal data with others.

7.2 For external processing

We forward personal data to our related companies or to other trusted companies and individuals responsible for processing the data on our behalf, in accordance with our instructions, this Privacy Policy and any other appropriate measures regarding confidentiality and security. In cases where we forward personal data to trusted companies, we establish an auxiliary personal data agreement with them.

7.3 For legal reasons

We reserve the right to share certain data with companies, organizations or individuals outside Exact if we have good cause to believe that the access, use, preservation or disclosure of such data is necessary, within reason, to:

- comply with applicable legislation, regulations, legal processes
- comply with requests from legal authorities
- guarantee that applicable terms of service are adhered to, including investigating possible violations of those terms
- detect, prevent or otherwise counteract fraud, security issues or technical problems
- protect against damage to Exacts' rights, property or security

7.4 Data not concerning specific individuals

We may share data that cannot be linked to a specific individual publicly with our partners, for example, publishers or linked websites. We do this to show trends in how our services are used, for example. Although Exact gathers data on all mobile app users, we are unable to track individual users. In addition, data linked to the app is confidential, meaning that only those involved in the development of the app will have access to detailed data.

7.5 User rights under GDPR

Your consent is valid until further notice. You are entitled to withdraw it at any time. You can do so by contacting office@teamexact.com. Naturally, you are also entitled to be informed regarding what data about you is being processed, or to request correction, transfer, deletion or limitation of your personal data. You can do this by contacting us at the e-mail address given above. You are also entitled to file a complaint with the Swedish Data Protection Authority if you think we have processed your personal data incorrectly.

8. Data security

We work hard to protect Exact and our users against unauthorized access, modification, disclosure or destruction of any data we manage. Specific safety precautions:

- SSL
- We review our procedures for gathering, storing and processing data, including physical security measures, to protect against unauthorized access to systems.

8.1 Secure transfer

Exact always manages personal data in a safe and secure manner. We always use secure, up-to-date encryption functions when transferring sensitive information (HTTPS).