

Privacy Policy

This Privacy Policy describes how we at iLogos Europe UG (“We” or “iLogos”) act with your data for our own purposes (as controller).

We at iLogos Europe UG (“We” or “iLogos”) value most of all your privacy and make this policy easily available throughout our site to assist you in understanding the handling of information in the course of using this site.

We are committed to treating your data with respect and as a result we are compliant with GDPR and respect its requirements in the same way as other major international regulations.

In order to meet the requirements we have conducted full assessments audit and then have built a sustainable data security system in compliance with the EU GDPR guidelines.

We also use only GDPR compliant third parties services and have trained our staff to keep access to data they operate safe. It includes but is not limited to using only safe local networks, two-factor verification, general rules of information security, different users roles, etc.

The personal data we collect and how the data will be will be used

We may collect and share data that could not be de-anonymized without your consent about the following: your interests and behaviour such as location, traffic source, Session length, Pages visited, Google Analytics Client ID, ad content you have been engaged with and search term you was looking for (“**behavioral data**”) with third party services. The legal basis for this processing is consent given on our website and our legitimate interests are:

- To monitor the website availability
- To track the effectiveness of advertisements we run
- To develop relevant services for our customers
- To make marketing research and
- To look for lookalike audiences.

The third party services that we use that could collect your

behavioral data: Google Analytics, AdWords, Facebook, LinkedIn, Google Search Console. Personal Data will only be shared by us with these companies in order to provide or

improve our services and for advertising; it will not be shared with third parties for their own marketing purposes without your prior express consent.

We may process the information contained in any enquiry you submit to us regarding iLogos services including you behavioral data ("**enquiry data**"). Your **enquiry** data may be processed for the purposes of **repling to your request, providing tailored information for you on the services we provide, serve targeted ads, make marketing research, check advertising effectiveness and to research lookalike audiences with tools like Facebook Pixel or Adwords remarketing code** . The legal basis for this processing is **consent given where the enquiry happens** or your personal consent.

We may process information that you provide to us for the purpose of subscribing to keep you informed about our services and company's updates ("**business information data**"). The business information data may be processed to send you relevant information on iLogos's services or newsletters. The legal basis for this processing is your consent OR performance of a contract between you and us and/or taking steps, at your request, to enter into such a contract.

We may process information contained in or related to any communication that you send to us ("**correspondence data**"). The

correspondence data may include your projects details and company's structure. Any our website will generate the metadata associated with communications made using the website contact forms. The correspondence data may be processed for the purposes of a contract between you and us and/or taking steps, at your request, to enter into such a contract. Correspondence may also be regulated by the NDA (Non Disclosure Agreement) if applicable.

The legal basis for this processing is our legitimate interests: the proper administration of our website and business, marketing and other communications with visitors and clients.

We may also receive information about you from publicly available and third-party databases or services that provide information about business people and companies.

For any of the uses of your data described above that require your prior express consent, note that you may withdraw your consent by contacting us.

Data Retention Policy

We control and process your data for the certain period of time for listed purposes:

Up to 50 months since the last visit for behaviour data.

50 months since the last communication for business information data and correspondence data.

Privacy Policy Updates

We consider the privacy security not as an endpoint but as a journey of constant improvement of our business approach. That is why we are going to update these rules from time to time to always keep you posted on how we use your data and to describe our data security system improvements.

Legal Basis For The Processing of Personal Data

If you are located in the European Economic Area (“EEA”), our processing of your Personal Data will be based on the following: To the extent that we obtain your consent for the processing of your Personal

Data such processing will be justified pursuant to Article 6(1) lit. (a) of the General Data Protection Regulation (EU) 2016/679 (“GDPR”). If the processing of your Personal Data is necessary for the performance of a contract between you and us or for taking pre-contractual steps upon your request, such processing will be based on GDPR Article 6(1) lit. (b). Where the processing is necessary for us to comply with a legal obligation, we will process your Personal Data on the basis of GDPR Article 6(1) lit. (c), and where the processing is necessary for the purposes of our legitimate interests, such processing will be made in accordance with GDPR Article 6(1) lit. (f).

Please note that where you have given your consent to the processing of your Personal Data you may withdraw your consent at any time. Such a withdrawal will not affect the lawfulness of any processing previously made on the basis of your consent.

Your Rights

We take reasonable steps to ensure that your Personal Data is accurate, complete, and up to date. You have the right to access, correct, or delete the Personal Data that we collect. You are also entitled to restrict or object, at any time, to the further processing of your Personal Data. You have the right to receive your Personal Data in a structured and standard format. You may lodge a complaint with the competent data protection authority regarding the processing of your Personal Data.

To protect the privacy and the security of your Personal Data, we may request information from you to enable us to confirm your identity and

the right to access such information, as well as to search for and provide you with the Personal Data we maintain.

Your principal rights under data protection laws are:

- a) the right to access;
- b) the right to rectification;
- c) the right to erasure;
- d) the right to restrict processing;
- e) the right to object to processing;
- f) the right to data portability;
- g) the right to complain to a supervisory authority; and
- h) the right to withdraw consent.

You are always able to withdraw consent, get or request deletion of all your personal data we have or ask a question by sending us an email-request at privacy@ilogos.biz

Cookie Statement

What are cookies?

Cookies are pieces of data that sites and services you use or visit can set on your browser or device and they can typically be read on future visits to learn more about the User and to personalize an experience, including the ads that are displayed to the User. "Cookies" is also a term that may be used to refer to a range of technologies that help an operator identify Users and devices, which in turn can help personalize an experience, prevent fraud, store preferences, and speed up delivery of content.

How does iLogos use cookies?

We may employ cookies and related technologies described below for a variety of purposes, including:

Service

- Wordpress
- Tilda,
- Google Tag Manager

Advertising and Analytics

- Google Analytics
- Adwords
- Facebook
- LinkedIn
- Twitter

Learn More about targeted advertising or opt out from us collecting the data on your behavior on the Internet for the purposes of targeted advertising at www.aboutads.info/choices if you are located at the United States of America or <http://youronlinechoices.eu/> if you are located at the European Union or abroad the U.S.

To provide you with information on our services we think would be relevant to you with dynamic website content and targeted ads

Privacy Policy for the use of Facebook plug-ins (Like-Button)

You may visit our website without providing personal details. Your personal details will only be collected if you freely disclose them during your visit to our website or internet profile.

Our website contains links to the external social network, Facebook. This external social network is exclusively operated by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304 USA (Facebook). Links to Facebook are made clearly visible on our website through the use of the Facebook logo or through the add-on “like” button (Facebook plug-ins are not used).

Where these links are followed, Facebook plug-ins will be activated and your browser will establish a direct link with the Facebook servers.

If you follow the links on our website whilst you are signed into your Facebook user account, information concerning your visit to our website will be passed to Facebook. Facebook can assign your visit to our website to your user account.

This information will be transferred to and stored by Facebook. To prevent this, you must log out of your Facebook account before clicking on the link.

Functionalities attached to Facebook links, in particular the transfer of information and user data are not automatically activated by visiting our website, but are only activated upon clicking the relevant link.

Please refer to Facebook’s privacy policy (<http://de-de.facebook.com/privacy/explanation.php>) for more information on: the purpose and scope of data collection and data analysis

undertaken by Facebook, your rights, how to modify settings and how to protect your privacy.

Privacy Policy for the use of Google +1

Publishers may not attempt to discover the identity of a Google+ button user unless the user consents to share his or her identity with the Publisher via a Google-approved authorization procedure. This prohibition includes identifying users by correlating Google+ button reporting data from Google with Publisher data.

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Publishers may not sell or transmit to others any data about a user related to the user's use of any Google+ button. For the avoidance of doubt, this prohibition includes, but is not limited to, any use of pixels, cookies, or other methods to recognize users' clicks on a Google+ button, the data of which is then disclosed, sold, or otherwise shared with other parties.

Publishers must disclose clearly any data collection, sharing, and usage that takes place on any site, app, or other property as a consequence of using Google+ buttons. To comply with this disclosure obligation with respect to Google's use of data, publishers have the option to display a prominent link to [How Google uses data when you use our partners' sites or apps](#).

Publishers may not alter or obfuscate a Google+ button, and Publishers may not associate a Google+ button with advertising content, such as putting the Google+ Button on or adjacent to an ad, or placing ads in shared content, unless authorized to do so by Google. Publishers also may not place in shared content any text, image, or other content that violates the Google+ [User Content and Conduct Policy](#).

For buttons that may be rendered by the Publisher, such as the Sharing link, the Publisher must use only the official Google-provided icon or a plain text and link combination. In either case, Publishers must not mislead users as to the purpose of the link.

Publishers may not direct users to click a Google+ button for purposes of misleading users. Publishers may not promote prizes, monies, or monetary equivalents in exchange for Google+ button clicks. For the avoidance of doubt, Publishers may direct users to a Google+ button to enable content and functionality. When a Publisher directs users to a Google+ Button, the button action must be related to the Publisher or the Publisher's content. For the +1 button, the content or functionality that is enabled for the user must also be accessible to any of the user's social connections who also enable it.

Google may analyze Publishers' use of a Google+ button including to ensure Publishers' compliance with these policies and to facilitate Google's development of Google+ Buttons. By using a Google+ button, Publishers give Google permission to utilize an automated software program, often called a "web crawler," to retrieve and analyze websites associated with a Google+ button.

If Publishers' sites or services are directed at children under 13 or Publishers have actual knowledge that users of their site or service are children under 13, then Publishers must comply with the US Children's Online Privacy Protection Act when using any Google+ buttons.

Publishers must comply with the [EU user consent policy](#).

Read the full statement here:

<https://developers.google.com/+/web/buttons-policy>

Privacy Policy for the use of Twitter

Twitter may personalize the Services for you based on your visits to third-party websites that integrate Twitter content such as embedded timelines or Tweet buttons. When you view our content on these websites, Twitter may receive Log Data that includes the web page you visited. Twitter never associate this web browsing history with your name, email address, phone number, or Twitter handle, and we delete, obfuscate, or aggregate it after no longer than 30 days. We may use interests or other information that we derive from this data to improve our

Services and personalize content for you, such as suggestions for people to follow, advertising, and other content you may be interested in. You can see and control interests that we use to personalize your experience in Your Twitter Data, available at https://twitter.com/your_twitter_data. You can also control whether we keep track of your visits to websites with Twitter content by using your Personalization and Data settings, available at <https://twitter.com/personalization>.

Read the full statement here: <https://twitter.com/en/privacy>

Privacy Policy for the use of LinkedIn

LinkedIn use cookies on our sites (such as linkedin.com and slideshare.net) and mobile applications. Any browser visiting these sites will receive cookies from us. We also place cookies in your browser when you visit non-LinkedIn sites that host plugins (for example, LinkedIn's "Share" button) or tags.

What types of cookies does LinkedIn use?

LinkedIn use two types: persistent cookies and session cookies. A persistent cookie helps us recognize you as an existing user, so it's easier to return to LinkedIn or interact with our services without signing in again. After you sign in, a persistent cookie stays in your browser and

will be read by LinkedIn when you return to one of our sites or a partner site that uses our services (for example, our sharing or job application buttons). Session cookies only last for as long as the session (usually the current visit to a website or a browser session).

What are cookies used for?

Cookies can be used to recognize you when you visit LinkedIn, remember your preferences, and give you a personalized experience that's in line with your settings. Cookies also make your interactions with LinkedIn faster and more secure. Additionally, cookies allow us to bring you advertising both on and off the LinkedIn sites, and bring customized features to you through LinkedIn plugins such as our "Share" butto

Read the full statement here:

<https://www.linkedin.com/legal/privacy-policy>