

**PRIVACY POLICY**  
**Information obligations pursuant to Article 13 GDPR**

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**1. Preamble**

Anyline GmbH respects the privacy of its users and has created this privacy policy as a sign of its commitment to protecting your privacy. As part of our activities we will collect store and process your data. The use and disclosure of your data as well as your options regarding these processes are described in this privacy policy. Please read this document carefully before using our services. If you have any questions about this privacy policy, please email us at [privacy@anyline.com](mailto:privacy@anyline.com).

**2. Controller**

The Controller for the General Data Protection Regulation ("GDPR") is:

Anyline GmbH  
Zirkusgasse 13/2b  
1020 Vienna  
Austria  
Phone: +43 1 997 2856  
E-Mail: [hello@anyline.com](mailto:hello@anyline.com)  
Website: [www.anyline.com](http://www.anyline.com)

### **3. Personal Data**

3.1 Personal data is any information that relates to an identified or identifiable natural person (the "Affected Person"). Examples include name, user name, academic degree, address (including billing address and shipping address), e-mail address, telephone number (including private and mobile phone number), credit and debit card number, profile picture, date of birth, birthplace, nationality, passport number, signature. There are also special categories of personal data (so-called "Sensitive Data"). Under the GDPR such Sensitive Data pertains to e.g. health data.

3.2 We collect personal data both when you use our website (cookies) and when you register to our newsletter. We also collect data when you have an enquiry directed to our customer service. In addition, we collect personal data when you download our White Paper, our One-Pager, our demo app or sample material. Furthermore, we collect your personal data when you shop at our Anyline Store.

3.3 For technical reasons, every time you access our website, your browser transmits certain data to our web server. This data is collected exclusively for statistical and technical purposes, for example in order to ensure the smooth running of our service operation. The following data is collected:

- IP-Address
- Date and time of access
- Place
- Browser type and version
- Request (Filename of the requested file)
- Operating System Used
- Referrer URL
- Language

Depending on your browser settings cookies and server log files may be collected and processed when you access our website. For further information please read item 4.

3.4 When you contact our customer service we collect and process your data in order to process your request. The following data is collected:

- Name
- E-mail address

- Department
- Telephone number
- Number of scans
- Which product you are interested in
- BundleID
- Request date (day/month/year, time)
- Referral platform
- Search keyword
- Subject of the request
- IP-Address

3.5 When you subscribe to our newsletter, we collect and process your personal data to keep you informed of news about our services. You will receive information about product development, new products and conferences in which we participate. We collect the following data:

- E-Mail Address

3.6 In order to carry out a statistical evaluation of our newsletter, we use the newsletter-mailing platform "MailChimp". The following data is collected:

- If and when the newsletter was opened
- Which person opened the newsletter
- The links in the newsletter that have been clicked on

3.7 When you shop in our Anyline Store we collect and process your personal data in order to process your purchase order and to fulfil the contract. We collect the following data:

- Date
- Billing address
- Delivery address
- E-mail address
- Phone number
- Purchased product
- Credit card number

3.8 When you download our White Paper, our One-Pager, demo app or sample material we collect and process your data to provide the downloaded products. We collect the following data:

- First name
- Surname
- E-Mail Address

#### **4. Cookies and Server Log Files**

- 4.1 We collect your data through the use of cookies in order to optimize our services for you. Cookies are small text files that store Internet settings and are stored on your browser or device. Cookies are used in various ways, e.g. to analyze the behavior of users on our website or to personalize services based on our user's preferences.
- 4.2 Our website uses Google Analytics, a web analysis services provided by Google Inc. ("Google"). Google Analytics uses cookies. The information generated by the cookie about your use of the website (including your IP address) are transmitted to a Google server in the United States and will be stored there. Google uses the information to evaluate your use of our website, compile reports on website activity and provide other services relating website activity and internet usage. Google may disclose this information when required by law or where third parties process the information on Google's behalf. Google will not associate your IP-address with other data held by them. You can refuse the use of cookies in your browser settings. However, in this case you may not be able to use all the functions of our website to their full extent.
- 4.3 We use Google Tag Manager to manage website tags through one interface. Google Tag Manager neither sets cookies nor does it collect personal data. However, Google Tag Manager will trigger other tags that can collect personal data. Google Tag Manager has no access to such data. If a deactivation was made on domain or cookie level it persists for all tracking tags implemented by Google Tag Manager.
- 4.4 Furthermore, we use cookies in our Anyline Store. This allows us to record a hash value of your shopping cart content and session number to store your purchase information for you. If you wish to order something without your shopping cart content and session number stored by cookies, you can submit your order via e-mail to [privacy@anyline.com](mailto:privacy@anyline.com).
- 4.5 Our website uses Hotjar to collect information about the behavior of our users and about their devices (e.g. IP-address in anonymous form, device type, browser type, preferred language etc). Hotjar stores that information in pseudonymous user profiles. The information is not used to identify individual users. You can object to the storage of your user

profile and the information about your visit on our website as well as the use of Hotjar tracking cookies. For more information please visit this link or have a look at Hotjar's privacy policy at <https://www.hotjar.com/legal/policies/privacy>.

4.6 We use Microsoft Conversion Tracking. Microsoft Bing Ads places a cookie on your computer if you have reached our website via a Bing ad. This tells us that someone clicked on the Bing ad and was directed to our website. We do not have any personal information about the users, only the total number of users directed to our website. You can refuse the use of cookies in your browser settings.

4.7 We have provided links to services on our website. These services may use their own cookies when you interact with links, plug-ins and other references provided by us. We have no control about their cookies and refer to the privacy policy of this third parties. Most web browsers offer to refuse cookies. We also would like to point out the following tools for changing your personal cookie application:

<https://tools.google.com/dlpage/gaoptout?hl=de>

<https://disconnect.me/>

These tools are provided by third parties.

## **5. Social Media Plug Ins**

5.1 We have placed links and plug ins from third parties such as Facebook, Google, Youtube, Twitter, LinkedIn, GooglePlay Store, Apple Store and Chatra. Such services can use their own cookies or tracking pixels to collect information about users who interact with their website via the link or plug in.

5.2 When your visit our website your browser automatically connects with the servers of plug in providers. The content of the plug in can be directly generated by your browser and integrated into our website. Therefore, plug in providers are able to track your visit and activities on our website and link them to your profile on the plug in provider's website. All information about interactions such as comments or your use of the "Like-Button" can be transferred to the plug in provider and saved by the plug in provider. You can prevent such transfer and storage of your data by logging out of your profile at the plug in provider before using the plug in. Further information about the purpose and scope of data use and data processing by plug in providers can be found in the plug in provider's privacy policies:

<https://www.facebook.com/policy.php>  
<http://www.google.com/policies/privacy/>  
<https://www.google.com/+/policy/pagesterm.html>  
<https://twitter.com/privacy?lang=en>  
<https://www.linkedin.com/legal/privacy-policy>  
<https://play.google.com/about/play-terms.html>  
<http://www.apple.com/legal/internet-services/itunes/nz/terms.html>  
<https://chatra.io/privacy-policy/>

## **6. Legal Basis for Data Processing**

We collect, process and use your personal data only if there is a legal basis pursuant to the GDPR.

### **6.1 Legitimate Interest – Art 6 Para. 1 (f) GDPR**

If processing your personal data is necessary to safeguard our or a third party's legitimate interest Art 6 para 1 lit f GDPR serves as the legal basis. Our legitimate interest consists in particular in:

- Ensuring the operation and management of our website;
- Carrying out direct marketing;
- Ensuring network and data security but only to the extent that our legitimate interest is protected by applicable law and the rights of our users;
- Responding to your inquiries to our customer service.

### **6.2 Consent – Art 6 para.1 (a) GDPR**

The processing of your data which you transmit when subscribing to our newsletter and for downloading our white paper, one-pager, demo app or sample material is based on your consent. The scope and the purpose of the processing depends on the underlying declaration of consent. You can revoke your consent at any time with effect for the future by clicking on the button in your profile settings or by sending us an e-mail to [privacy@anyline.com](mailto:privacy@anyline.com) in which you inform us about the revocation.

### **6.3 Contractual Obligations – Art 6 para. 1 (b) GDPR**

The processing of your data which you provide to us while shopping in our Anyline

Store is carried out for the purpose of fulfilling the contract.

#### 6.4 Legal Obligations - Art 6 para. 1 (c) GDPR

If we are subject to a legal obligation on the basis of which the processing of personal data is necessary, then Art. 6 (1) (c) GDPR serves as the legal basis.

### 7. Disclosure

- 7.1 Due to today's complexity of certain data processing processes, it has become essential for us to provide certain services with the assistance of third parties. For this we use external service providers (e.g. for webhosting and our IT systems) where your data is provided for this purpose.
- 7.2 For the hosting service we use Microsoft Azure. Microsoft Azure is a cloud computing platform provided by Microsoft Inc.
- 7.3 We use Zapier, a service provided by Zapier Inc. We use Zapier to enable actions to be taken between different databases and tools. In this process personal data is transmitted. Further information can be found in Zapier's privacy policy at <https://zapier.com/privacy/>.
- 7.4 We use Lead Forensics for marketing purposes. Lead Forensics is a B2B sales and marketing tool which makes it possible to track which companies visited our websites. Lead Forensics uses a tracking code to identify the company's IP-address. The IP-address is then matched with a corporate database. We will only be shown company information, never information about a private person. Further information can be found in Lead Forensic's privacy policy at <https://www.leadforensics.com/privacy-policy/>.
- 7.5 We use the services of FastBill GmbH to create our invoices. If you buy something in our Anyline Store we process the necessary personal data in a cloud-based software from FastBill and create your invoice. Further information can be found in FastBill's privacy policy at <https://www.fastbill.com/datenschutz>.
- 7.6 Via our Anyline Store you have the possibility to buy products. We use the services of WooCommerce to make your shopping experience as smooth as possible. Further information can be found in WooCommerce's privacy policy at <https://automattic.com/privacy/>.

- 7.7 We use the services of Stripe Inc. for our payment process. For this purpose, we will transfer your data to Stripe. Further information can be found in Stripe's privacy policy at <https://stripe.com/at/privacy>.
- 7.8 If applicable, the potential recipient of your personal data may be located outside the European Union or processes your personal data there. The level of data protection in other countries may not be the same as that of Austria. However, we only transmit your personal data to countries for which the EU Commission has decided that they have an adequate level of data protection or we take measures to ensure that all recipients have an adequate level of data protection.
- 7.9 Under certain circumstances, we may be required by law to disclose your information, for example to regulators and law enforcement agencies. However, we will only do so to the extent necessary to prevent and / or detect fraud and other crimes or to ensure network and data security.

## **8. Storage of Data**

The data will be processed as long as it is necessary to fulfill our contractual or legal obligations and to avert any possible liability claims or until you revoke your given consent. We will ensure that your personal information is safeguarded for the entire period in accordance with this Privacy Policy.

## **9. Your Data Protection Rights**

- 9.1 As the Affected Person, you have the right at any time to obtain information about your stored personal data, its origin and the recipient as well as the purpose of the data processing. You also have the right to correct and transmit your data and, if necessary, to object to, restrict the processing of or deleting of processed data.
- 9.2 Your request for information, deletion, rectification, opposition and / or data transfer can be addressed to the contact person referred to in point 10 of this privacy policy.
- 9.3 If you believe that the processing of your personal data by Anyline GmbH violates the applicable data protection law or your data protection claims have been violated in another way, you may file a complaint with the competent supervisory authority. In Austria, the Data Protection Authority is responsible.



**10. Contact Details of the Data Protection Officer**

Should you have any questions regarding the processing of your data or wish to exercise your (information) rights, please contact:

Daniel Albertini  
E-Mail: [privacy@anyline.com](mailto:privacy@anyline.com)

**11. Changes to the Privacy Policy**

We reserve the right to amend this Privacy Policy as necessary, for example due to technical developments or legal changes, or to update it in connection with the offer of new services or products. The updated Privacy Policy will be published on our website. Please check the relevant page regularly.