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Smint.io GmbH (“us”, “we”, or “our”) operates the <https://www.smint.io> website and the Smint.io Enterprise Content Buying platform service associated to it (hereinafter referred to as the “Service”).

This page informs you of our policies regarding the collection, use and disclosure of personal data when you use our Service and the choices you have associated with that data.

We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy. Unless otherwise defined in this Privacy Policy, the terms used in this Privacy Policy have the same meanings as in our [Cloud Service Agreement](#).

## **Definitions**

### **Service**

Service is the <https://www.smint.io> website and the Smint.io Cloud Service platform service associated to it, operated by Smint.io GmbH.

### **Personal Data**

Personal Data means data about a living individual who can be identified from those data (or from those and other information either in our possession or likely to come into our possession).

### **Usage Data**

Usage Data is data collected automatically either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit).

### **Cookies**

Cookies are small files stored on your device (computer or mobile device).

### **Data Controller**

Data Controller means the natural or legal person who (either alone or jointly or in common with other persons) determines the purposes for which and the manner in which any personal information are, or are to be, processed.

For the purpose of this Privacy Policy, we are a Data Controller of your Personal Data.

### **Data Processors (or Service Providers)**

Data Processor (or Service Provider) means any natural or legal person who processes the data on behalf of the Data Controller.

We may use the services of various Service Providers in order to process your data more effectively.

### **Data Subject (or User)**

Data Subject is any living individual who is using our Service and is the subject of Personal Data.

## **Information Collection and Use**

We collect several different types of information for various purposes to provide and improve our Service to you.

## **Types of Data Collected**

### **Personal Data**

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Phone number
- Address, State, Province, ZIP/Postal code, City
- Cookies and Usage Data

We may use your Personal Data to contact you with newsletters, marketing or promotional materials and other information that may be of interest to you, if you give us permission to do so. You may later opt out of receiving any, or all, of these communications from us by contacting us.

#### **Usage Data**

We may also collect information on how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

#### **Location Data**

We may use and store information about your location if you give us permission to do so ("Location Data"). We use this data to provide features of our Service, to improve and customize our Service.

You can enable or disable location services when you use our Service at any time by way of your device settings.

#### **Tracking & Cookies Data**

We use cookies and similar tracking technologies to track the activity on our Service and we hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Other tracking technologies are also used such as beacons, tags and scripts to collect and track information and to improve and analyse our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

#### **Examples of Cookies we use:**

Session Cookies. We use Session Cookies to operate our Service.

Preference Cookies. We use Preference Cookies to remember your preferences and various settings.

Security Cookies. We use Security Cookies for security purposes.

Only on our public website and NOT on the Smint.io Enterprise Content Buying platform service:

Advertising Cookies. We use Advertising Cookies for advertising purposes

#### **Use of Data**

Smint.io GmbH uses the collected data for various purposes:

- To provide and maintain our Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer support
- To gather analysis or valuable information so that we can improve our Service
- To monitor the usage of our Service
- To detect, prevent and address technical issues
- To provide you with news, special offers and general information about other goods, services and events which we offer that are similar to those that you have already purchased or enquired about unless you have opted not to receive such information

Only on our public website and NOT on the Smint.io Enterprise Content Buying platform service:

To adjust our advertising to your needs

Legal Basis for Processing Personal Data under the General Data Protection Regulation (GDPR)

If you are from the European Economic Area (EEA), Smint.io GmbH legal basis for collecting and using the personal information described in this Privacy Policy depends on the Personal Data we collect and the specific context in which we collect it.

Smint.io GmbH may process your Personal Data because:

- We need to perform a contract with you
- You have given us permission to do so
- The processing is in our legitimate interests and it is not overridden by your rights
- To comply with the law

## **Retention of Data**

Smint.io GmbH will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes and enforce our legal agreements and policies.

Smint.io GmbH will also retain Usage Data for internal analysis purposes. Usage Data is generally retained for a shorter period of time, except when this data is used to strengthen the security or to improve the functionality of our Service, or we are legally obligated to retain this data for longer periods.

## **Transfer of Data**

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

If you are located outside Austria and choose to provide information to us, please note that we transfer the data, including Personal Data, to our office location Austria and/or to our main data center located in the Netherlands to process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Smint.io GmbH will take all the steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organisation or a country unless there are adequate controls in place including the security of your data and other personal information.

## **Disclosure of Data**

### **Business Transaction**

If Smint.io GmbH is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

### **Disclosure for Law Enforcement**

Under certain circumstances, Smint.io GmbH may be required to disclose your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

### **Legal Requirements**

Smint.io GmbH may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of Smint.io GmbH
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

## **Security of Data**

The security of your data is important to us but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

## **Our Policy on “Do Not Track” Signals under the California Online Protection Act (CalOPPA)**

We do not support Do Not Track (“DNT”). Do Not Track is a preference you can set in your web browser to inform websites that you do not want to be tracked.

You can enable or disable Do Not Track by visiting the Preferences or Settings page of your web browser.

## **Your Data Protection Rights under the General Data Protection Regulation (GDPR)**

If you are a resident of the European Economic Area (EEA), you have certain data protection rights. Smint.io GmbH aims to take reasonable steps to allow you to correct, amend, delete or limit the use of your Personal Data.

If you wish to be informed about what Personal Data we hold about you and if you want it to be removed from our systems, please contact us.

In certain circumstances, you have the following data protection rights:

- The right to access, update or delete the information we have on you. Whenever made possible, you can access, update or request deletion of your Personal Data directly within your account settings section. If you are unable to perform these actions yourself, please contact us to assist you.
- The right of rectification. You have the right to have your information rectified if that information is inaccurate or incomplete.
- The right to object. You have the right to object to our processing of your Personal Data.
- The right of restriction. You have the right to request that we restrict the processing of your personal information.
- The right to data portability. You have the right to be provided with a copy of the information we have on you in a structured, machine-readable and commonly used format.
- The right to withdraw consent. You also have the right to withdraw your consent at any time where Smint.io GmbH relied on your consent to process your personal information.

Please note that we may ask you to verify your identity before responding to such requests.

You have the right to complain to a Data Protection Authority about our collection and use of your Personal Data. For more information, please contact your local data protection authority in the European Economic Area (EEA).

## **Service Providers**

We may employ third party companies and individuals to facilitate our Service (“Service Providers”), provide the Service on our behalf, perform Service- related services or assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

## **Analytics**

We may use third-party Service Providers to monitor and analyze the use of our Service.

### **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. 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.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en> .

### **Mixpanel**

Mixpanel helps us analyze usage patterns of our users.

You can prevent Mixpanel from using your information for analytics purposes by opting-out. To opt-out of Mixpanel service, please visit this page: <https://mixpanel.com/optout/> .

For more information on what type of information Mixpanel collects, please visit the Terms of Use page of Mixpanel: <https://mixpanel.com/terms/>.

### **Hotjar**

Hotjar helps us analyze usage patterns of our users in an anonymized way.

You can prevent Hotjar from using your information for analytics purposes by opting-out. To opt-out of Hotjar service, please visit this page: <https://www.hotjar.com/legal/compliance/opt-out> .

For more information on what type of information Hotjar collects, please visit the Privacy Policy page of Hotjar: <https://www.hotjar.com/legal/policies/privacy> .

## **Advertising**

Only on our public website and NOT on the Smint.io Enterprise Content Buying platform service, we may use third-party Service Providers to improve our advertising efforts.

### **Google Adwords**

We use Google Adwords for advertising purposes by leveraging the Google Adwords advertising cookie.

You can prevent Google Adwords from using your information for advertising purposes by opting-out. To opt-out from the Google Adwords advertising cookie usage, please visit this page: <https://tools.google.com/dlpage/optoutplugin/eula.html> .

For more information on what type of information Google Adwords collects, please visit the Google Adwords Privacy Policy page: <https://policies.google.com/technologies/ads?hl=en> .

### **LinkedIn**

We use LinkedIn for advertising purposes by leveraging the LinkedIn advertising cookie.

You can prevent LinkedIn from using your information for advertising purposes by opting-out. To opt-out from the LinkedIn advertising cookie usage, please visit this page: <https://www.linkedin.com/psettings/quest-controls/retargeting-opt-out> .

For more information on what type of information LinkedIn collects, please visit the LinkedIn Privacy Policy page: <https://www.linkedin.com/legal/privacy-policy> .

### **Facebook**

We use Facebook for advertising purposes by leveraging the Facebook advertising system.

You can prevent Facebook from using your information for advertising purposes by opting-out. To opt-out from the Facebook advertising system by visiting your Facebook settings page and adjusting your Facebook advertising settings.

For more information on what type of information Facebook collects, please visit the Facebook Data Policy page: <https://www.facebook.com/policy.php> .

### **Hubspot**

We use Hubspot for advertising purposes by leveraging the Hubspot cookie tracking features.

You can prevent Hubspot from using your information for advertising purposes by opting-out. To opt-out from the Hubspot cookie tracking usage, please follow the instructions on this page:

<https://knowledge.hubspot.com/reports/customize-your-cookie-tracking-settings-and-privacy-policy-alert> .

For more information on what type of information Hubspot collects, please visit the Hubspot Privacy Policy page: <https://legal.hubspot.com/privacy-policy> .

### **Others**

#### **Segment.io**

Segment.io is a central service that allows us to more efficiently forward analytics data to our other data processors. It is not analytics software itself.

Please contact us if you want to opt-out from Segment.io.

For more information on the privacy practices of Segment.io, please visit the Segment.io Privacy Policy web page: <https://segment.com/docs/legal/privacy/> .

#### **Sentry**

Sentry is a central service that is used to track issues that happen to our users while using our Smint.io Enterprise Content Buying platform. Whenever an error occurs, we track the issue and the associated user data to Sentry. We track the user data because we want to get in touch with the user to diagnose the problem, and later inform the user once the issue is fixed.

Please contact us if you want to opt-out from Sentry.

For more information on the privacy practices of Sentry, please visit the Sentry Privacy Policy web page: <https://sentry.io/privacy/> .

#### **Sendgrid**

We use Sendgrid for sending important notifications to you from our Smint.io Enterprise Content Buying platform.

This processing is mandatory to fulfill our service, so you cannot opt out from this. Please note that we only use this service to send mandatory emails, and we do not use any of it's tracking features.

For more information about the Sendgrid privacy policy, please visit the Sendgrid Privacy Policy page: <https://sendgrid.com/policies/privacy/>.

**Chatlio**

We use Chatlio so that you can send support messages to us from our Smint.io Enterprise Content Buying platform.

This processing is mandatory to fulfill our service, so you can not opt out from this.

For more information about the Chatlio privacy policy, please visit the Chatlio Privacy Policy page: <https://chatlio.com/legal/privacy-policy/>.

**Slack**

We use Slack so that we can receive your support messages from our Smint.io Enterprise Content Buying platform.

This processing is mandatory to fulfill our service, so you can not opt out from this.

For more information about the Slack privacy policy, please visit the Slack Privacy Policy page: <https://slack.com/privacy-policy>.

**Mailchimp**

We use Mailchimp for sending email newsletters to you.

You can opt-out from receiving email newsletters from us through Mailchimp by opting-out. To opt-out from receiving Mailchimp newsletters, please click the Unsubscribe from this list in the newsletter.

For more information on what type of information Mailchimp collects, please visit the Mailchimp Privacy Policy page: <https://mailchimp.com/legal/privacy/>.

**Autopilot**

We use Autopilot ([www.autopilothq.com](http://www.autopilothq.com)) for sending emails and marketing campaigns to you.

You can opt-out from receiving emails and marketing campaigns from us through Autopilot by opting-out. To opt-out from receiving Autopilot emails and marketing campaigns, please drop us an email to [support@smint.io](mailto:support@smint.io).

For more information on what type of information Autopilot collects, please visit the Autopilot Privacy Policy page: <https://www.autopilothq.com/legal/privacy-policy>.

**Invoiced**

We use Invoiced to create invoices, send invoices to you and enable your payments.

This processing is mandatory to fulfill our service, so you can not opt out from this.

For more information about the Invoiced privacy policy, please visit the Invoiced Privacy Policy page: <https://invoiced.com/privacy>.

**Stripe**

We use Stripe to process credit card payments.

This processing is mandatory to fulfill our service, so you can not opt out from this.

For more information about the Stripe privacy policy, please visit the Stripe Privacy Policy page: <https://stripe.com/privacy>.

### **Links to Other Sites**

Our Service may contain links to other sites that are not operated by us. If you click a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

### **Children's Privacy**

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your Child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

### **Changes to This Privacy Policy**

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.

We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the "effective date" at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

### **Contact Us**

If you have any questions about this Privacy Policy, please contact us by email: [office@smint.io](mailto:office@smint.io) .