

PRIVACY POLICY

Introduction

DVSL respects your privacy and is committed to protecting your personal data. This privacy policy informs you about how we process your personal data when you visit our website (regardless of where you visit it from), use our services and products as well as informs you about your rights and how the law protects you.

This privacy policy is provided in a layered format so you can click through to the specific areas set out below.

1. IMPORTANT INFORMATION AND WHO WE ARE

Purpose of this privacy policy

This privacy policy aims to give you information on how DVSL collects and processes your personal data through your use of this website, including any data you may provide through this website when you sign up for our newsletter or purchase a product or service or interact with us in any other way.

Our products and services are not intended for children, and we do not knowingly collect data relating to children.

It is important that you read this privacy policy together with any other policies or notices that we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy policy supplements any other notices and is not intended to override them.

Controller

DVSL is the controller and responsible for your personal data (collectively referred to as "DVSL", "we", "us" or "our" in this privacy policy).

If you have any questions about this privacy policy, including any requests to exercise your legal rights, please contact us using the details set out below.

Contact details

If you have any questions about this privacy policy or our privacy practices, please contact us in the following ways:

Full name of legal entity: "Data Visualization Software Lab" SIA

Email address: info@zoomcharts.com

Postal address: 8B Gunara Astras Street, Riga, LV-1082, Latvia

Changes to the privacy policy and your duty to inform us of changes

We keep our privacy policy under regular review. This Privacy policy and Cookies Policy on this site may be updated periodically and without prior notice to you, and any changes will be effective immediately upon the posting of the revised policy on the site. This version was last updated on December 17th, 2024.

It is important that the personal data we hold about you is accurate and current. It is your duty to notify us of your personal data changes during your relationship with us.

Third-party links

Our website may include links to third-party websites, plug-ins, and applications. Clicking on those links or enabling those connections may allow third parties to collect personal data about you. We do not control these third-party websites and are not responsible for their privacy practices. When you leave our website and such third-party products, we encourage you to read the privacy policy of every website you visit before you agree to data processing.

2. THE DATA WE COLLECT ABOUT YOU AND WHY

Personal data, or personal information, means any information about an individual from which that person can be identified. It does not include data where the identity has been removed (anonymous data).

We may collect, use, store and transfer the following personal data about you:

- **Identity Data** includes first name, and last name.
- **Contact Data** includes company name, company VAT/TIN, first name, last name, billing address, email address, phone number with country code, LinkedIn profile URL.
- **Financial Data** includes masked credit card number and expiry date, bank name, SWIFT number and IBAN account number or account number (in case if you request a wire transfer or use other paid services).
- **Transaction Data** includes details about payments to and from you and other details of products and services you have purchased from us.
- **Technical Data** includes internet protocol (IP) address, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system and platform, http referrer, and other technology on the devices you use to access this website.
- **Profile Data** includes your username and password, purchases or orders made by you, your preferences, and feedback.
- **Usage Data** includes information about how you use our website, products, and services.

- **Marketing and Communications Data** includes your preferences in receiving marketing from us and your communication preferences.

- **Contest data** includes basic contest information about you (your name, surname, LinkedIn profile URL, email, phone, company name if you are entering a contest on behalf of the company, your status with the local Power BI Meetup group, your country, your team members if you are entering the Contest as a group of people), information about your experience with Power BI and ZoomCharts, and information about your contest submissions.

- **Salespanel** for processing of personal data:

We obtain your consent to the processing of personal data on behalf of Salespanel.io. Information collected from cookies set in your device that qualify as personal data will be processed by Salespanel.

The purpose of the processing of the personal data: Salespanel helps us to identify and qualify relevant leads by tracking their activities. This information is only meant to be used for our internal purposes and never shared with any kind of advertising services. Salespanel only uses first-party cookies and stores all client data in a fully encrypted environment and uses ECDSA Signature with SHA-256 for data exchange. In order to learn more about Salespanel's privacy policy, please visit: <https://salespanel.io/privacy/>

You may at any time withdraw your consent to this processing. Such withdrawal may be made either by contacting us or by contacting Salespanel Directly:

Salespanel / Vardhaman Syndicate

<https://salespanel.io/>

1303, Ganga Platino, Fountain Road,

Kharadi, Pune.

India - 411014

We do not collect any Special Categories of Personal Data about you (this includes details about your race or ethnicity, religious or philosophical beliefs, sex life, sexual orientation, political opinions, trade union membership, information about your health, and genetic and biometric data). Nor do we collect any information about criminal convictions and offences. We ask you to refrain from sending such personal data to us.

If you fail to provide personal data

Where we need to collect personal data by law, or under the terms of a contract we have with you, and you fail to provide that data when requested, we may not be able to perform the contract we have or are trying to enter into with you (for example, to provide you with goods or services). In

this case, we may have to cancel a product or service you have with us, but we will notify you if this is the case at the time.

3. HOW IS YOUR PERSONAL DATA COLLECTED?

We use different methods to collect data from and about you including through:

• **Direct interactions.** You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by email or otherwise. This includes personal data you provide when you:

- o apply for our products or services (including register for the Community);
- o create an account on our website;
- o subscribe to our service or publications;
- o request marketing to be sent to you;
- o enter a competition, promotion or survey;
- o give us feedback or contact us;
- o participate in contests.

• **Automated technologies or interactions.** As you interact with our website, we will automatically collect Technical Data about your equipment, browsing actions and patterns. We collect this personal data by using cookies and other similar technologies. Please see our [cookie policy](#) for further details.

• **Third parties or publicly available sources**

In certain circumstances we will obtain information about you from third parties or certain publicly accessible sources, both EU and non-EU, such as registers, publications, social media, and websites (including your own website if you have one).

Why do we do that

We will obtain information about you from third parties only if we have legal reason to do so (to perform the contract we are about to enter into or have entered into with you, our legitimate interests, compliance with a legal obligation) and not more than necessary. For example:

Account information for third-party services (login provider): If you interact with a third party service when using our Services, e.g. if you use a third party service to sign up or sign in to our Services, or if you share content from our Services through such third-party service, the applicable third-party service will send us certain Personal Data (Identity and Contact data), if the third party service and your account settings allow such sharing. We process this Personal Data based on the need to perform the contract we are about to enter into or have entered into with you and our legitimate interests.

We might also receive information from data brokers, service providers (analytics service providers,

payment providers, login providers, etc.) and databases based inside the EU and outside the EU.

For additional information feel free to contact us at any time.

4. HOW WE USE YOUR PERSONAL DATA

We will only use your personal data when the law allows us to. Most commonly, we will use your personal data in the following circumstances:

- Where we need to perform the contract, we are about to enter into or have entered into with you (this applies when you use any of our services or products)
- Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.
- Where we need to comply with a legal obligation.

Generally, we do not rely on consent as a legal basis for processing your personal data although we will get your consent before sending marketing communications to you. You have the right to withdraw consent to marketing at any time by contacting us or by using the functionality of your profile if you have made one.

We do not use your personal data in automated decision-making processes.

Purposes for which we will use your personal data

We have set out below, in table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful basis depending on the specific purpose for which we are using your data. Please contact us at info@zoomcharts.com if you need additional details about the specific legal basis we are relying on to process your personal data where more than one applies.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer, or community member	(a) Identity (b) Contact (c) Marketing and Communications	(a) Performance of a contract with you (b) Consent

<p>To process and deliver your order including:</p> <p>(a) Manage payments, fees and charges</p> <p>(b) Collect and recover money owed to us</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Financial</p> <p>(d) Transaction</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary for our legitimate interests (to recover debts due to us)</p>
<p>To manage our relationship with you which will include:</p> <p>(a) Notifying you about changes to our terms or privacy policy</p> <p>(b) Asking you to leave a review or take a survey</p> <p>(c) Notifying you about changes to the product and/or services</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Profile</p> <p>(d) Transaction</p>	<p>(a) Performance of a contract with you</p> <p>(b) Necessary to comply with a legal obligation</p> <p>(c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)</p>
<p>To administer and protect our business and our website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p>	<p>(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercise)</p> <p>(b) Necessary to comply with a legal obligation</p>
<p>To use data analytics to improve our website, products/services, marketing, customer relationships and experiences</p>	<p>(a) Technical</p> <p>(b) Usage</p> <p>(c) Identity</p>	<p>Necessary for our legitimate interests (to define types of customers for our products and services, to keep our website updated and relevant, to develop our business)</p>
<p>To make suggestions and recommendations to you about goods or services that may be of interest to you and measure or understand the effectiveness of the advertising we serve to you</p>	<p>(a) Identity</p> <p>(b) Contact</p> <p>(c) Technical</p> <p>(d) Usage</p> <p>(e) Profile</p> <p>(f) Marketing and Communications</p>	<p>(a) Necessary for our legitimate interests (to develop our products/services, grow our business and to adjust our marketing strategy)</p> <p>(b) Consent</p>

To ensure participation in contests and use of submissions, to carry out evaluation and present prizes	(a) Identity (b) Contact (c) Information about your contest submissions	(a) Performance of a contract with you
Registration for and participation in events (online and on-site)	(a) Identity (b) Contact (c) Marketing and Communications (d) Photo, video	(a) Performance of a contract with you (b) Consent (c) Necessary for our legitimate interests (to market and develop our products/services, grow our business and to adjust our marketing strategy)

Marketing

We strive to provide you with choices regarding certain personal data uses, particularly around marketing and advertising. We have established the following personal data control mechanisms:

Legitimate interest content

We may use your Identity, Contact, Technical (including your device's location), Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. For example, if you are our client, we may provide you with information about how to use our products, provide various tips and advice in this matter and offer additional (complementary) products or services. This generally means that we can communicate with you regarding our products and services to ensure a more fulfilling and better user experience.

Promotional offers from us

We may use your Identity, Contact, Technical (including your device's location), Usage and Profile Data to form a view on what we think you may want or need, or what may be of interest to you. This is how we decide which products, services and offers may be relevant for you (we call this marketing).

You will receive marketing communications from us if you have consented to receive such or have purchased services from us and you haven't opted out of receiving that marketing.

Third-party marketing

We do not share, nor do we plan to share your personal data with any third party for marketing purposes. But if our policy changes, we will get your express consent before we share your personal data with any third party for marketing purposes.

Opting out

You can ask us to stop sending you marketing messages at any time by following the opt-out links on any marketing message sent to you or by writing to us at info@zoomcharts.com.

Where you opt out of receiving these marketing messages, this will not apply to personal data provided to us because of a product/service purchase, warranty registration, product/service experience or other transactions as well as to personal data that we may store and use because of the law requirements (for example - tax, bookkeeping purposes) or our legitimate interests (for example - possible disputes, legal proceedings, claims).

Change of purpose

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. In such a case we will notify you and we will explain the legal basis which allows us to do so. You will have the right to object to such processing.

5. DISCLOSURES OF YOUR PERSONAL DATA

We share personal information for the purposes set out in this Privacy Policy and with the following categories of recipients:

- Our employees, staff, and consultants.
- Your Organization and Contacts. We may share your personal information in accordance with the applicable law with your organization and others with whom you have a relationship to fulfil or perform a contract or other legal obligation, including with our customer that arranges access to our Services for you and pays us in connection with your access. We may also share your personal information in accordance with the applicable law with your contacts if you are in the same organization or to facilitate the exchange of information between you and the contact(s).
- Third Party Service Providers. We may share your personal information with our third-party service providers to perform tasks on our behalf and to assist us in offering, providing, delivering, analyzing, administering, improving, and personalizing our Services. For example, service providers who assist us in performing, delivering, or enhancing certain products and services related to our delivery and operation of our Services, who provide technical and/or customer support on our behalf, who provide application or software development and quality

assurance, who provide tracking and reporting functions, research on user demographics, interests, and behavior, and other products or services.

- **In the Event of Merger, Sale, or Change of Control.** We may transfer this Privacy policy and your personal information to a third-party entity that acquires or is merged with us as part of a merger, acquisition, sale, or other change of control (such as the result of a bankruptcy proceeding).
- **Other Disclosures.** We may disclose your personal information to third parties if we reasonably believe that disclosure of such information is helpful or reasonably necessary to comply with any applicable law or regulation, to comply with or respond to a legal process or law enforcement or governmental request, to enforce our terms and conditions or other rights (including investigations of potential violations of our rights), to detect, prevent, or address fraud or security issues, or to protect against harm to the rights, property, or safety of DVSL, our users, or the public. We require all third parties to respect the security of your personal data and to treat it in accordance with the law. We do not allow our third-party service providers to use your personal data for their own purposes and only permit them to process your personal data for specified purposes and in accordance with our instructions.
- Government institutions, and courts if necessary to comply with any applicable law or regulation.

6. INTERNATIONAL TRANSFERS

Generally, we do not transfer your personal data outside the European Economic Area (EEA). However, we may have external third parties that are based outside the EEA so their processing of your personal data will involve a transfer of data outside the EEA.

Whenever we transfer your personal data out of the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

- We will only transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission. For further details, see [European Commission: Adequacy of the protection of personal data in non-EU countries](#).
- Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe. For further details, see [European Commission: Model contracts for the transfer of personal data to third countries](#).

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

7. DATA SECURITY

We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. For example, we use the following:

- data encryption when transmitting data (SSL encryption).
- firewall.
- intrusion protection and detection programs.
- other protective measures in accordance with current technical development possibilities.

In addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions, have been trained in personal data protection safety measures and have committed in writing to comply with confidentiality obligations.

We have put in place procedures to deal with any suspected personal data breach and will notify you and any applicable regulator of a breach where we are legally required to do so.

8. DATA RETENTION

How long will you use my personal data for?

We will only retain your personal data for as long as reasonably necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, regulatory, tax, accounting or reporting requirements. We may retain your personal data for a longer period in the event of a complaint or if we reasonably believe there is a prospect of litigation in respect to our relationship with you, but no longer than law allows us to do so.

To determine the appropriate retention period for personal data, we consider the amount, nature and sensitivity of the personal data, the potential risk of harm from unauthorized use or disclosure of your personal data, the purposes for which we process your personal data and whether we can achieve those purposes through other means, and the applicable legal, regulatory, tax, accounting or other requirements.

Here are some examples:

Financial data such as company name, company VAT/TIN, billing address, bank name, SWIFT number, IBAN account number, and other data related to accounting are typically retained for a period no less than 5 years from the end of the financial year.

Another example is contact information stored for marketing purposes, including leads or prospects. Such personal data will be deleted no later than 24 months after the last registered activity.

Personal data that we have and process because of the consent we will process until the consent is revoked or the aim of processing is reached.

Personal data that we process because of an agreement we shall process until the agreement is valid.

In some circumstances we will anonymize your personal data (so that it can no longer be associated with you, i.e., you can't be identified by using this information) for research or statistical purposes. In some circumstances you can ask us to delete your data: see your legal rights below for further information.

If you have specific questions regarding retention periods, please feel free to contact us.

9. YOUR LEGAL RIGHTS

Under certain circumstances, you have rights under data protection laws in relation to your personal data.

If you wish to exercise any of the rights set out below, please contact us.

No fee usually required

You will not have to pay a fee to access your personal data (or to exercise any of the other rights). However, we may charge a reasonable fee if your request is clearly unfounded, repetitive, or excessive. Alternatively, we could refuse to comply with your request in these circumstances.

What we may need from you

We may need to request specific information from you to help us confirm your identity and ensure your right to access your personal data (or to exercise any of your other rights). This is a security measure to ensure that personal data is not disclosed to any person who has no right to receive it. We may also contact you to ask you for further information in relation to your request to speed up our response.

Time limit to respond

We try to respond to all legitimate requests within one month. Occasionally it could take us longer than a month if your request is particularly complex or you have made a number of requests. In this case, we will notify you and keep you updated.

10. GLOSSARY

LAWFUL BASIS

Legitimate Interest means the interest of our business in conducting and managing our business to enable us to give you the best service/product and the best and most secure

experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Performance of Contract means processing your data where it is necessary for the performance of a contract to which you are a party or to take steps at your request before entering into such a contract.

Complying with a legal obligation means processing your personal data where it is necessary for compliance with a legal obligation that we are subject to.

Your consent means any freely given, specific, informed, and unambiguous indication of your wishes by which you, by a statement or by a clear affirmative action, signify agreement to the processing of personal data relating to you.

THIRD PARTIES

External Third Parties

Service providers acting as processors based in or outside of the EEA who provide IT and system administration services.

Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors, and insurers who provide consultancy, banking, legal, insurance and accounting services.

Regulators and other authorities acting as processors or joint controllers based in Latvia who require reporting of processing activities in certain circumstances.

YOUR LEGAL RIGHTS

You have the right to:

Request access to your personal data (commonly known as a “data subject access request.” This enables you to receive a copy of the personal data we hold about you and to check that we are lawfully processing it.

Request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected, though we may need to verify the accuracy of the new data you provide to us.

Request erasure of your personal data or “right to be forgotten”. This enables you to ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have

successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully or where we are required to erase your personal data to comply with local law. Note, however, that we may not always be able to comply with your request of erasure for specific legal reasons which will be notified to you, if applicable, at the time of your request.

Object to processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground as you feel it impacts on your fundamental rights and freedoms. You also have the right to object to where we are processing your personal data for direct marketing purposes. In some cases, we may demonstrate that we have compelling legitimate grounds to process your information which overrides your rights and freedoms.

Right to object to automated processing

This right provides the data subject with the ability to object to a decision based on automated processing. Using this right, a customer may ask for his or her request (for instance, a loan request) to be reviewed manually, because he or she believes that automated processing of his or her loan may not consider the unique situation of the customer.

Request restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios:

- If you want us to establish the data's accuracy.
- Where our use of the data is unlawful, but you do not want us to erase it.
- Where you need us to hold the data even if we no longer require it as you need it to establish, exercise or defend legal claims.
- You have objected to our use of your data, but we need to verify whether we have overriding legitimate grounds to use it.

Request the transfer of your personal data to you or to a third party. We will provide you, or a third party you have chosen, with your personal data in a structured, commonly used, machine-readable format. Note that this right only applies to automated information which you initially provided with your consent for us to use or where we used the information to perform a contract with you.

Withdraw consent at any time where we are relying on consent to process your personal data. However, this will not affect the lawfulness of any process carried out before you withdraw your consent. If you withdraw your consent, we may not be able to provide certain products or services to you. We will advise you if this is the case at the time you withdraw your consent.

Right to lodge a complaint within Data Protection Authority (Data State Inspectorate, www.dvi.gov.lv), however **we invite you to contact us before submitting an official complaint to find the fastest and most effective solution to the problem.**

Upon receiving your request, we shall verify your identity, as well as, if necessary, use our rights to ask for additional information, then evaluate the request and fulfill it in accordance with laws

and regulations. We shall provide the answer within one month period, except if we need additional time to prepare the answer.

We have a unilateral right to change and supplement this policy at any time.