

Xapien Website Privacy Policy

Introduction

Xapien is the trading name for Digital Insight Technologies Limited which registered in England under registration number 11241397 with a registered address at St John's Innovation Centre, Cowley Road, Cambridge, United Kingdom, CB4 0WS. Xapien operates the website www.xapien.com and organises its maintenance and the placing of its content.

This privacy notice is provided in accordance with The Data Protection Act 2018 (DPA 2018) and any national implementing laws, regulations and secondary legislation, as amended or updated from time to time, in the UK and then (ii) any successor legislation to the Data Protection Act 2018 (the “**Data Privacy Laws**”).

Xapien is committed to complying with the applicable data privacy and security requirements in the jurisdictions in which it operates. Xapien complies with internationally recognized standards of privacy protection, and with various privacy laws globally including, but not limited to, DPA 2018.

To the extent that Xapien is deemed to be a data controller under Data Privacy Laws, this notice fulfils our obligation to provide certain information to third parties whose personal data we process in this capacity as required by DPA 2018 and the notice requirements set out in any other Data Privacy Laws for processing personal data which has been obtained indirectly.

Data we collect

Xapien collects the following categories of personal data:

Contact data: We may collect information about data subjects such as name and contact details (email, phone number, etc.) in order to communicate and facilitate the provision of our services with our customers or potential customers. For example, contact details of individuals who work for or on behalf of the customers, in order to carry out the customer's engagement with Xapien.

Marketing information: We may collect information to respond to inquiries regarding our products and services or to provide you with information, reports, or updates.

Website visitor information: when you visit our website, we may collect information about your visit such as your IP address and the pages you visited and when you use our services, we may collect information on how you use those services. Among the types of Personal Data that our website collects, by itself or through third parties, are: Cookies; Usage Data; email address; phone number; first name; last name; company name; country. Any use of Cookies – or of other tracking tools – by our website or by the owners of third-party services used by this Website serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document. Our website does not support “Do Not Track” requests. To determine whether any of the third-party services it uses honour the “Do Not Track” requests, please read their privacy policies. Details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy. Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using our website. Unless specified otherwise, all Data requested by our website is mandatory and failure to provide this Data may make it impossible for our website to provide its services. In cases where our website specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the

Service. Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Clients and other third parties who provide personal information to Xapien must do so in compliance with applicable data privacy regulations.

Processing of personal data

We collect personal data to offer our services. The data you provide to us will be processed in accordance with the purposes specified in this notice, namely:

- To provide the products or perform the services requested by customers and individuals using our website or web applications (where the processing is necessary for our legitimate business interests in conducting and managing our business).
- For complying with obligations provided by laws, current regulations and UK legislation (e.g. tax regulations), where processing is based on a legal obligation, or legislation in other jurisdictions that may be applicable.
- For legitimate business purposes to advise you through email, phone call, or post, under the terms of our ordinary commercial relationship, about other products or services like the products or services we have provided to you, and that we think will be of interest to you.
- For marketing purposes. For example, we may use your information to further discuss your interest in the services and to send you information regarding Xapien, such as information about promotions, events, products, or services. You can withdraw your consent or opt out of receiving our marketing communications at any time. If you are not located in the UK, you may opt-out of receiving marketing communications and updates at any time. You can opt out by sending a request to info@xapien.com.
- For advertising purposes. This type of service allows User Data to be utilized for advertising communication purposes displayed in the form of banners and other advertisements on this Website, possibly based on User interests. This does not mean that all Personal Data are used for this purpose. Information and conditions of use are shown below. Some of the services listed below may use Cookies to identify Users or they may use the behavioural retargeting technique, i.e. displaying ads tailored to the User's interests and behaviour, including those detected outside this Website. For more information, please check the privacy policies of the relevant services. In addition to any opt out offered by any of the services below, the User may opt out of a third-party service's use of cookies by visiting the [Network Advertising Initiative opt-out page](#).

Google Ad Manager (Google Inc.)

Google Ad Manager is an advertising service provided by Google LLC that allows the Owner to run advertising campaigns in conjunction with external advertising networks that the Owner, unless otherwise specified in this document, has no direct relationship with. In order to opt out from being tracked by various advertising networks, Users may make use of Your online choices. In order to understand Google's use of data, consult Google's [partner policy](#). This service uses the "DoubleClick" Cookie, which tracks use of this Website and User behaviour concerning ads, products and services offered. Users may decide to disable all the DoubleClick Cookies by clicking on: www.google.com/settings/ads/onweb/optout?hl=en. Personal Data processed: Cookies; Usage Data. Place of processing: United States – [Privacy Policy](#).

- For improving Xapien’s communications with you. Emails sent to you by Xapien may include standard tracking, including open and click activities. Xapien may collect information about your activity as you interact with our email messages and content.
- For operating and improving Xapien’s website and your customer experience. For example, we may collect and analyse data on your use of our website and process it for the purpose of improving our online experience.
- For security purposes. For example, we may use your data to protect Xapien and its third parties against security breaches and to prevent fraud and violation of Xapien’s applicable agreements where the processing is necessary for our legitimate business interests.
- For analytical purposes. The services below enable the Owner to monitor and analyse web traffic and can be used to keep track of User behaviour.

HubSpot Analytics (HubSpot, Inc.): HubSpot Analytics is an analytics service provided by HubSpot, Inc. Personal Data processed: Cookies; Usage Data. Place of processing: United States – [Privacy Policy](#) – opt Out at privacy@hubspot.com.

Google Analytics (Google Inc.): Google Analytics is a web analysis service provided by Google Inc. (“Google”). Google utilizes the Data collected to track and examine the use of this Website, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. Personal Data processed: Cookies; Usage Data. Place of processing: United States – [Privacy Policy – Opt Out](#).

- Managing contacts and sending messages. This type of service makes it possible to manage a database of email contacts, phone contacts or any other contact information to communicate with the User. These services may also collect data concerning the date and time when the message was viewed by the User, as well as when the User interacted with it, such as by clicking on links included in the message.

HubSpot Email (HubSpot, Inc.): HubSpot Email is an email address management and message sending service provided by HubSpot, Inc. Personal Data processed: email address; Usage Data. Place of processing: United States – [Privacy Policy](#).

- Remarketing and behavioural targeting. This type of service allows our website and its partners to inform, optimize and serve advertising based on past use of our website by the User. This activity is facilitated by tracking Usage Data and by using Trackers to collect information which is then transferred to the partners that manage the remarketing and behavioural targeting activity. Some services offer a remarketing option based on email address lists. In addition to any opt-out feature provided by any of the services below, Users may opt out by visiting the [Network Advertising Initiative opt-out page](#).

Users may also opt-out of certain advertising features through applicable device settings, such as the device advertising settings for mobile phones or ads settings in general.

LinkedIn Website Retargeting (LinkedIn Corporation): LinkedIn Website Retargeting is a remarketing and behavioural targeting service provided by LinkedIn Corporation that connects the activity of our website with the LinkedIn advertising network. Personal Data processed: Cookies; Usage Data. Place of processing: United States – [Privacy Policy – Opt Out](#).

- **User database management.** This type of service allows the Owner to build user profiles by starting from an email address, a personal name, or other information that the User provides to our website, as well as to track User activities through analytics features. This Personal Data may also be matched with publicly available information about the User (such as social networks' profiles) and used to build private profiles that the Owner can display and use for improving this Website. Some of these services may also enable the sending of timed messages to the User, such as emails based on specific actions performed on our website.

HubSpot CRM (HubSpot, Inc.): HubSpot CRM is a User database management service provided by HubSpot, Inc. Personal Data processed: email address; phone number; various types of Data as specified in the privacy policy of the service. Place of processing: United States – [Privacy Policy](#).

HubSpot Lead Management (HubSpot, Inc.): HubSpot Lead Management is a User database management service provided by HubSpot, Inc. Personal Data processed: various types of Data as specified in the privacy policy of the service. Place of processing: United States – [Privacy Policy](#).

- **Tag Management.** This type of service helps the Owner to manage the tags or scripts needed on this Website in a centralized fashion. This results in the Users' Data flowing through these services, potentially resulting in the retention of this Data.

Google Tag Manager (Google Ireland Limited): Google Tag Manager is a tag management service provided by Google Ireland Limited. Personal Data processed: Usage Data. Place of processing: Ireland – [Privacy Policy](#).

Whenever we process your personal data for our legitimate interests, we make sure to consider and balance any potential impact on you and your rights under data protection laws. Our legitimate business interests do not automatically override your interests and we will not use your personal data for activities where our interests are overridden by the impact on you, unless we have your explicit consent, or we are permitted or required to by law. You have the right to object to this processing if you wish.

In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of our website (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Your rights

You have the following rights concerning your data processed by Xapien:

- **Access:** You have the right to access personal information that Xapien holds about you.
- **Rectification:** You have the right to ask us to rectify information Xapien holds about you if it is inaccurate or not complete.
- **Erasure:** You can request that Xapien erase your personal data. We will keep basic data to identify you and retain it solely for preventing further unwanted processing.
- **Restrict Processing:** You have the right to ask Xapien to restrict how we process your data. This means we are permitted to store the data but not further process it. We keep just enough data to make sure we respect your request in the future.

- **Portability:** Where processing is based on consent or performance of a contract, you have the right to data portability. Xapien must allow you to obtain and reuse your personal data for your own purposes in a safe and secure way without this effecting the usability of your data. This right only applies to personal data that you have provided to Xapien as the Data Controller.
- **Consent:** You have the right to withdraw your consent where you have previously given your consent to the processing of their Personal Data.
- **Lodge a complaint:** you have the right to bring a claim before their competent data protection authority.

Please contact info@xapien.com to request access, rectification, or erasure, or to restrict processing, to object to processing, to request data portability.

Automated decision making

Automated decisions are defined as decisions about individuals that are based solely on the automated processing of data and that produce legal effects that significantly affect the individuals involved.

Xapien does not make automated decisions using personal data.

Contact us

Please contact Xapien with questions, concerns or complaints:

Xapien
St John's Innovation Centre,
Cowley Road
Cambridge, CB4 0WS
info@xapien.com

For data subjects located in the United Kingdom: if we are not able to satisfactorily resolve your questions, concerns, or complaints, or if you believe that the processing of your personal data infringes on your rights under applicable data protection laws, you have the right, without prejudice to any other administrative or judicial remedies, to lodge a complaint with the Information Commissioner's Office (ICO) by following the link below:

<https://www.gov.uk/data-protection/make-a-complaint>