

Privacy Policy

Last Updated: December 18th, 2024

Our Privacy Policy explains how we handle your personal information. Datalitica takes your privacy seriously and is committed to safeguarding it. When you share your information with us, you trust us to handle it responsibly. Throughout this policy, "us," "we," and "our" refer to Datalitica.

If you have any questions, comments, or concerns about this policy or how we manage your information, please don't hesitate to contact our privacy team at dpo@datalitica.net.

What Data Do We Collect?

We gather your personal information through various means, ensuring transparency in our data collection practices. You may provide it directly to us, or we may collect it through other channels. In this section, we outline the different ways we acquire personal data from you and how we may use it:

1. **Seeking Information and Responding to Queries**
We process your contact information, such as your name, email address, phone number, postal address, preferences, and any other personal details you share with us. This occurs when you fill out online forms, subscribe to our services, call, text, or inquire about our products and services.
2. **Interacting with Our Website**
Your visits to our website allow us to collect specific details, including your name, email, phone number, IP address (a unique identifier for your device), website URL, and mobile device ID.
3. **Engaging on Social Media**
When you interact with us on social media platforms like LinkedIn or Facebook, we may process information related to that interaction.
4. **Registering for and Participating in Our Events, Seminars, or Conferences**
We request your contact details for those attending our events so we can inform you about event specifics and manage your attendance. If relevant, we might also inquire about accessibility information for in-person events.
5. **Engaging with Us as a Datalitica Client**
When you engage with us as a client, we process information we receive from you or other sources in connection with the services we provide.
6. **Interacting with Us as a Supplier or Partner to Datalitica**
We process relevant information for individuals providing services to us or working for companies that do so.

How Do We Utilize Your Data?

We employ your personal information in various ways, each grounded in a legal basis for processing. Below, we outline how we use your information and the associated legal grounds.

How We Utilize Your Personal Information?

- To provide or respond to your requests for information, such as newsletters, bulletins, event invitations, or interactions on social media.
Legal Basis: Consent - We will only use your data if you have explicitly granted us consent. You can withdraw your consent at any time.
- This is to inform you about developments and initiatives related to Datalitica, its affiliates, or partners.
Legal Basis: Legitimate Interests - We use your information to deliver news and updates about Datalitica, its affiliates, or partners. You always have the option to opt out from receiving such communications.
- To process your registration for and attendance at events, seminars, conferences, and meetings organized by Datalitica, its affiliates, or partners.
Legal Basis: Legitimate Interests - We use your data to facilitate your participation in requested events and to provide confirmations to you and the event organizers.
- To address your queries or concerns regarding Datalitica, its affiliates, or partners.
Legal Basis: Consent - We will only use your personal information if you have requested it. You can withdraw your consent at any time.
- To enhance your experience in accessing information from our website.
Legal Basis: Consent - We will only use your personal information if you have given your consent, which you can withdraw at any time.

Do We Share Your Data with Third Parties?

We may share your personal information with partners, affiliates, and third parties to assist in processing your data for the purposes outlined in this policy. Rest assured, these entities are bound by strict confidentiality agreements to protect your data.

Suppose we or our assets become the subject of a sale, merger, or similar corporate transaction involving our company assets. In that case, we will ensure that third parties receiving your data are contractually obligated to maintain its confidentiality.

We may disclose personal information to third parties when we reasonably believe law regulations require such disclosure or regulations or to investigate, prevent, or take action against suspected or actual unlawful or prohibited activities, including, but not limited to fraud.

Where Is Your Data Transferred?

As a global company, we may transfer your personal information to countries worldwide, including the US and locations outside the UK and Europe. If the receiving country does not provide adequate data protection, we will establish suitable safeguards, such as standard contractual clauses, to ensure the security of your information.

How Long Do We Retain Your Information?

We retain your personal information only for as long as necessary for the purposes described in this privacy policy and as required by applicable laws.

Third-Party Websites

Our website may link to third-party sites that we neither operate nor endorse. These websites may employ cookies and collect your personal information according to their privacy policies. Our privacy policy does not apply to third-party websites, and we assume no responsibility for their actions.

How Do We Safeguard Your Information?

We take comprehensive technical and organizational measures to maintain your personal information's security, accuracy, and currency. We retain it only as long as necessary for the purposes stated in this policy.

Children's Privacy

Our website is not designed to attract or cater to individuals under 16. We do not knowingly collect personal information from or about anyone under 16. If you are under 16 and wish to submit personal information, please have a parent or guardian do so.

Your Rights

You have the following entitlements:

- **Access to Your Information:** To receive a copy of the personal information we hold about you and details about how we process it.
- **Data Accuracy:** If you identify inaccuracies in your personal information, we are committed to rectifying them promptly.
- **Data Portability:** If your personal information is processed automatically based on your consent (as described in "How Do We Use It?" above), you receive it in a structured, commonly used, and machine-readable format. Where technically feasible, you can also request that we transmit your data directly to a third party in this format.
- **Data Control:** You can request that your personal information be erased or its use restricted, for instance, if your preferences change or you no longer wish to receive the requested information.



To exercise any of these rights or if you have concerns about how we manage your personal information, please contact us using the information below.

Responsible Disclosures

Datalitica greatly values and appreciates identifying and reporting security vulnerabilities by ethical, well-intentioned security researchers. Please read our Responsible Disclosures Policy for complete details.

How to Reach Us

If you wish to exercise your rights regarding your personal information or have inquiries about its use, please email us at dpo@datalitica.net.

Changes to This Privacy Policy

We periodically review this privacy policy to ensure it aligns with our use of your personal information and complies with relevant data protection regulations. We reserve the right to amend this policy at any time. The updated version will be posted on our website, and we encourage you to revisit it periodically.