

Privacy Policy

July 2019

Between

The Customer

(hereafter "The Customer")

And

Family ApS

Købmagergade 19, 2tv

1150 Copenhagen K Denmark

VAT no.: 35 41 37 58

(hereafter 'Family')

1. Introduction

Family ApS ("We"; "Us"; "Our") is committed to protecting and respecting the data you share with us. This privacy policy explains how Family processes information that can be used to directly or indirectly identify an individual (henceforth denoted "Personal data") collected through the use of its website.

For the purposes of this policy, Family defines the term "Respondent" as any individual who responds to Our demonstration-form that is powered by Family or any individual who is included as a contact within a User's account and the term "Visitor" as an individual that visits Our front-end website (for example www.family.co).

Please read this Privacy Policy carefully to understand Our views and practices regarding your personal data and how We will treat it on Our website.

Data Controller

Family ApS (Company Registration 35 41 37 58) has its registered address at Købmagergade 19, 2. tv – 1150 Copenhagen K, Denmark.

2. Collection and use

2.1 General

The following sections cover the specifics of each of the two groups from whom data is collected: Website Visitors and Respondents.

2.2 Website Visitors

If you are a visitor to Our website only, and not a Respondent to Our demonstration form, then this section is relevant to you.

By visiting Our website, you consent to the collection and use of your personal data as described herein. If you do not agree with the terms set out herein, please do not visit Our website. If required by the data protection law, We will seek your explicit consent to process personal data collected on this website or volunteered by you. Kindly note that any consent will be entirely voluntary. However, if you do not grant the requested consent to the processing of your personal data, the use of this website may not be possible.

Family may collect, record and analyse information of visitors to its website. We may use cookies. Furthermore, Family may gather data about visits to the website, including but not limited to the number of visitors and visits, the length of time spent on the site, pages clicked on or where the Visitors have come from.

2.2.1 Purpose of Processing Personal Data

Family uses the collected data to communicate with Visitors, to customize content for Visitors and to improve Our website by analysing how Visitors navigate Our website.

2.2.2 Sharing Personal Data

Family may share certain underlying information with service vendors or contractors in order to provide a requested service or transaction or in order to analyse the visitor behaviour on its website.

2.2.3 Cookies

Cookies are text files containing small amounts of information which are downloaded to the browser that you use when you visit a site. Cookies cannot be used to run programs or deliver viruses to your computer. By continuing to visit the website, you agree to the placement of cookies on your device.

You may refuse to accept cookies by activating the setting on your browser which allows you to refuse the setting of cookies. However, if you select this setting you may be unable to access certain parts of Our Website, including areas offering special offers.

Unless you have adjusted your browser setting so that it will refuse cookies, Our system will issue cookies when you enter Our website. We may also place cookies from third parties in order to enhance the experience on Our website and for Family's own marketing purposes. The use of cookies is widespread and benefits the Visitor.

For detailed information about the use of cookies on the website, please read and review Our Cookie Policy, [found here](#).

2.3 Respondents (Users of Forms)

Respondents should be aware that by responding to both demo request and content download forms on (but not restricted to) Our website, Facebook advertisements and LinkedIn advertisements, they could be disclosing information that can make them personally identifiable to Famly employees. Respondents should be aware that they alone are responsible for the content of their responses. Famly will not process Personal Data of Respondents for other purposes or by other means than instructed by its users.

3. Your Rights

Famly acknowledges that EU individuals have the right to access the personal information that We keep on them. An individual who seeks access or who seeks to correct, amend, or delete inaccurate data, should direct the query to privacy@famly.co. If requested to remove data, We will respond within a reasonable timeframe.

Please note that if your request concerns information in Our app please contact your nursery.

4. Retention and Deletion

Famly will not retain data longer than necessary to fulfil the purposes for which it was collected or as required by applicable laws or regulations. For a Respondent's data, Famly's employees have control of the purpose of collecting that data, and the duration which the Personal Data may be kept.

When We have no ongoing legitimate business need to process your personal information, We will either delete or anonymize it, or, if this is not possible, then We will securely store your personal information and isolate it from any further processing until deletion is possible.

5. Acceptance of Conditions

Famly assumes that all Visitors and Respondents have carefully read this document and agree to its contents. If someone does not agree with this privacy policy, they should refrain from using Our website. We reserve the right to change Our privacy policy as necessity dictates. Continued use of the Famly website after having been informed of any such changes to these conditions implies acceptance of the revised privacy policy.

6. Famly's Data Protection Officer

Famly has a "Data Protection Officer", who is responsible for matters relating to privacy and data protection. This Data Protection Officer can be reached at the following address:

Famly ApS

Attn. Data Protection Officer
Købmagergade 19, 2.
1150 Copenhagen K
Denmark
privacy@famly.co

7. Questions

If you have further questions regarding the data Famly is collecting, or how we use it, then please feel free to contact us by email at contact@famly.co.

Last updated: July 2019

Cookie policy

1. Introduction

This Cookie Policy (“Policy”) details our commitment to being open and clear about how We use your information. In the spirit of transparency, this Policy provides detailed information about how and when We use cookies on Our Website. For the purposes of the Policy, the term “Website” shall refer to www.famly.co.

2. Does Famly use Cookies?

Yes. Famly and Our marketing partners, affiliates and analytics or service providers use cookies and other technologies to ensure everyone who uses the Website has the best possible experience.

3. What is a Cookie?

A cookie is a small text file that is placed on your hard drive by a web page server. Cookies contain information that can later be read by a web server in the domain that issued the cookie to you. Some of the cookies will only be used if you use certain features or select certain preferences, and some cookies will always be used.

You can find out more about each cookie by viewing Our current cookie list below. We update this list quarterly, so there may be additional cookies that are not yet listed. Web beacons, tags and scripts may be used in the Websites or in emails to help Us to deliver cookies, count visits, understand usage and campaign effectiveness and determine whether an email has been opened and acted upon.

We may receive reports based on the use of these technologies by Our service or analytics providers on an individual and aggregated basis.

4. Why does Famly use Cookies?

When you visit Our Website, We may place a number of Cookies on your browser. These are known as First Party Cookies and are required to hold session information as you navigate from page to page within the website. We use cookies to understand visitors and user preferences, improve their experience, and track and analyse usage, navigational and other statistical information.

You can control the use of cookies at the individual browser level. If you elect not to activate the cookie or to later disable cookies, you may still visit Our Website, but your ability to use some features or areas of the Website may be limited.

5. How to disable Cookies?

You can generally activate or later de-activate the use of cookies through a functionality built into your browser. How you control cookie settings will depend on the type of browser you’re using.

Famly may use any of the following categories of cookies on the Websites as detailed below:

Essential Cookies:

Essential cookies are sometimes called “strictly necessary” as, without them, We cannot provide many services that you need on the Website. For example ‘Functionality Cookies’ allow Us to remember choices you make on Our websites (such as your preferred language or the region you are in).

Analytics Cookies:

These cookies track information about visits to the Website so that We can make improvements and report Our performance. For example, some cookies analyse visitor and user behaviour in order to provide more relevant content or suggest certain activities. They collect information about how visitors use the Website, which site the user came from, the number of each user’s visits and how long a user stays on the Website. We might also use analytics cookies to test new ads, pages, or features to see how users react to them.

List of Cookies used on the Website by Famly:

Website Name	Cookie Name	Cookie Purpose	Duration	Cookie Type
famly.co	Adroll Cookie	Advertising, Retargeting	120 days	Advertising
famly.co	Facebook Ads Cookie	Advertising, Retargeting	180 days	Advertising
famly.co	Linkedin Ads Cookie	Advertising	Session	Advertising

famly.co	Twitter Ads Cookie	Advertising	2 years	Advertising
famly.co	Bing Cookie	Advertising	2 years	Advertising
famly.co	Covertflow Cookie	Pop-up, Analytics	Session	Functional, Analytics
famly.co	Intercom Cookie	Real-time support chat	7 days	Functional
famly.co	Autopilot	Email, Content management	1 year	Functional, Analytics
famly.co	Google Analytics	Website behavior	38 months	Analytics
famly.co	OpenX	Advertising, Retargeting	1 year	Advertising
famly.co	Pubmatic	Publisher/Ad platform	Session	Advertising
famly.co	Rlcdn.com	Ad targeting	6 months	Advertising
famly.co	3lift.com	Ad targeting	3 months	Search Behaviour
famly.co	adnxs.com	Ad targeting	1 year	Advertising
famly.co	advertising.com	Ad targeting	1 year	Advertising
famly.co	Bidswitch	Publisher/Ad platform	1 year	Advertising
famly.co	Casale Media	Advertising, Retargeting	1 year	Advertising

famly.co	DoubleClick	Advertising, Retargeting	2 years	Advertising
famly.co	Outbrain.com	Advertising, Retargeting	3 months	Advertising
famly.co	Rubicon	Advertising, Retargeting	1 year	Advertising
famly.co	Taboola	Advertising, Retargeting	1 year	Advertising
famly.co	Sharethrough.com	Advertising, Retargeting	1 year	Advertising