

PRIVACY POLICY
of
vidzflow.com
(»Privacy Policy«)

At our company, WOICE, razvoj digitalnih produktov, svetovanje in prodaja, d.o.o., Ulica škofa Maksimilijana Držečnika 6, 2000 Maribor, a company established and organized under the laws of Slovenia, we respect your privacy, however, in order to browse or use our website **vidzflow.com** (read more in our Terms and Conditions; »**Website**«) you are required to provide us with some of your personal data (»**Personal Data**«).

With this document (»**Privacy Policy**«), in accordance with Article 13 of REGULATION (EU) 2016/679 OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL OF 27. April 2019 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation; »**GDPR**«), we regulate the information of data subjects when and how we process your Personal Data in our company, for which purpose, how we store and protect it, as we want to assure you that we treat your Personal Data transparently and securely. You can also find out about your rights in relation to the Personal Data we hold about you and how to exercise those rights.

In addition, we reserve the right to make changes and / or updates to this Privacy Policy. Where changes are such as obliging us to notify you, we will notify you directly. Otherwise, we ask you to monitor the contents of this Privacy Policy from time to time to ensure that you are familiar with and agree to its contents.

If you do not agree or accept this Privacy Policy, do not access and / or use our Website.

1. DATA CONTROLLER

The Data Controller is us, WOICE, razvoj digitalnih produktov, svetovanje in prodaja, d.o.o., Ulica škofa Maksimilijana Držečnika 6, 2000 Maribor, e-mail: support@vidzflow.com.

2. WHAT PERSONAL DATA WE COLLECT, FOR WHAT PURPOSE AND ON WHAT LEGAL BASIS?

According to Article 4(1) GDPR, Personal Data is any information which is related to an identified or identifiable natural person. It is therefore information that identifies you as a specific or identifiable individual.

We collect, process and store your Personal Data in order to provide you with easy access to our content on the Website, which enable us to provide you with the services you request.

Registration and user account

If you would like to access our content on our Website, you will need to create a user account. In this case, in order to activate and register your user account, we collect and process these following types of Personal Data from you for the following purposes:

- a. **Identification Data.** Your personal or business email address and your password.

We collect this Personal Data for the purpose of performing a contract with you and/or for the performance of any (pre)contractual obligation, for the purpose of registration (creation of a user account) on the Website, for the purpose of any communication in connection with user account and for the purpose of confirming your identity (as a natural person or legal entity).

b. **Email Address.** Your personal or business email address.

We collect this Personal Data for the purpose of performing a contract with you and/or for the performance of any (pre)contractual obligation, for the purpose of registration (creating a user account) on the Website. In addition, we collect and process this Personal Data for the purposes of managing your user account, including, but not limited to, confirming registration, forgotten password, changing password, terminating your user account, notifying you of changes to this Privacy Policy, other necessary actions in connection with the management of your user account;

For the purposes of sending newsletters and other communications regarding information about our company, newsletters, surveys and other questionnaires for receiving your opinion about our Website, statistical analysis in anonymised summary form, we collect and process the Personal Data for the purpose of exercising our legitimate interest in keeping you, as a user, informed of any updates and changes to the Website;

If you sign up for our marketing and other newsletters, we collect Personal Data on the basis of your consent.

c. **Transactional Data.** Your personal or company's name, billing address, postcode number, city, country, if you are a legal entity we can also process your TIN/VAT ID number.

We collect this Personal Data for the purpose of performing a contract with you and/or for the performance of any (pre)contractual obligation, for the purpose of managing payment processes and support when you subscribe to one of our available subscription plans.

Website Technical Data

Because the Website is hosted on a web server, we also collect certain Technical Data about your visit when you browse the Website, including, but not limited to, your Internet Protocol (IP) address, browser type and version, time zone setting and location, browser plug-in types and versions, and other technology on the devices you use to access the Website.

We will only obtain, process and use your Personal Data for the purposes for which we collected it, unless we reasonably believe that we need to use it for another reason and that reason is compatible with the original purpose. If we need to use the Personal Data for a purpose that is incompatible with the original purpose, we will inform you immediately and explain the legal basis that allows us to do so. For any further clarification regarding the legal basis and purposes for processing your Personal Data, please contact us.

3. HOW DO WE COLLECT YOUR PERSONAL DATA

We obtain your Personal Data from you in a variety of ways, but in particular when you:

- (a) contact us by mail or otherwise;
- (b) register on our Website;

- (c) sign up to our newsletter or marketing communications;
- (d) send us feedback or otherwise contact us.

4. COOKIE POLICY

A cookie is a small file containing a sequence of letters and numbers that is stored on your computer or other device when a web page loads in your browser. They are extremely common because they remember you and your preferences, making your user experience better and allowing you to make product purchases or order services from our Website more quickly and easily.

Cookies provide visitors with a consistent and efficient user experience, while ensuring that basic features such as the ability to register users and save login details (the »stay logged in« option) work. Cookies may be set by the provider whose website you are visiting (»own cookies«), or by third parties, such as those who add content to the website, or provide advertising and analytics on the website (»third-party cookies«).

The table below sets out the types of cookies we use and their purpose:

(a) Cookies

Cookie Name	Expiration Time	Description
XSRF-TOKEN (Necessary cookie)	2 hours	This cookie is written to help with site security in preventing Cross-Site Request Forgery attacks.
laravel_session (Preference cookie)	2 hours	Uses internally by Laravel to identify a session instance for a user.
_ga (Analytical cookie)	1 year	Contains a unique identifier used by Google Analytics to determine that two distinct hits belong to the same user across browsing sessions.
hjSessionUser* (Analytical cookie)	1 year	Hotjar cookie that is set when a user first lands on a page with the Hotjar script. It is used to persist the Hotjar User ID, unique to that site on the browser. This ensures that behavior in subsequent visits to the same site will be attributed to the same user ID.
hjSession* (Analytical cookie)	30 minutes	A cookie that holds the current session data. This ensures that subsequent requests within the session window will be attributed to the same Hotjar session.
hjActiveViewportIds (Analytical cookie)	Persistent	Stores user active viewports IDs. Stores an expirationTimestamp that is used to validate active viewports on script initialization. JSON data type.
hjViewportId (Analytical cookie)	Session	Used by Hotjar to store information about the user viewport such as size and dimensions.

Our Website broadcast content from external providers. In order to access this content, you must first accept their terms and conditions. Their terms include their cookie policy, which is outside our control. If you do not access this content, third party cookies will not be placed on your device.

Third party cookies on our Website:

- (b) **Google Analytics.** We use Google Analytics to better understand your needs, your behaviour and to optimise the Website's services and experience.
- (c) **Hotjar.** We use Hotjar to better understand your needs, your behaviour and to optimise the Website's services and experience.
- (d) **Hotjar.** We use Vidzflow to display and play videos on our website.

We do not have access to regulate the operation of these cookies, but providers may, among other things, change their terms and conditions, their purpose and their use at any time.

Control over cookies

User consent is required for obtaining and using certain cookies, such as analytical cookies. Therefore, you can always change your decision on the acceptance or rejection of using cookies, by simply removing, changing or rejecting them.

These settings are usually located in the menu bar of your internet browser Find out how to edit cookies in the most commonly used browsers:

- (a) **Google Chrome**
<https://support.google.com/accounts/answer/61416?co=GENIE.Platform%3DDesktop&hl=en>
- (b) **Mozilla Firefox**
<https://support.mozilla.org/en-US/kb/enhanced-tracking-protection-firefox-desktop?redirectslug=enable-and-disable-cookies-website-preferences&redirectlocale=en-US>
- (c) **Microsoft Internet Explorer**
<https://support.microsoft.com/en-us/topic/delete-and-manage-cookies-168dab11-0753-043d-7c16-e5947fc64d>
- (d) **Opera** <https://help.opera.com/en/latest/web-preferences/>
- (e) **Apple Safari** <https://support.apple.com/en-gb/safari>

2. DO WE TRANSFER YOUR PERSONAL DATA TO THIRD PARTIES?

We do not share, sell, market or otherwise transfer your Personal Data to third parties without your explicit consent.

However, as our business partner Stripe (<https://stripe.com/en-si>) is based outside the EU, the processing of certain Personal Data involves the transfer of Personal Data outside the EU. As a result, we may share the following Personal Data with this business partner for the purpose described:

- (a) We share your personal billing information with a third party outside the EU for the purpose payment processing when you buy one of our available subscription plans.

Our cooperation with Stripe enables us to accept and manage payments and to regulate our user's subscription plans. Stripe's Privacy Policy is available at <https://stripe.com/en-si/privacy>.

We share the remaining Personal Data with other third parties service providers, affiliated companies and professional advisors and auditors. We choose our data controllers carefully and only upon sufficient guarantees they have appropriate technical and organizational measures in place. Our third-party partners are subject to confidentiality requirements and may use your Personal Data solely to the extent necessary to fulfil the purpose for which your Personal Data was collected, except as otherwise required by applicable law.

However, such third parties have their own and independent Terms and Conditions and Privacy Policies. As a result, we are not responsible or liable for the content and links shared. However, we want to protect the reputation and security of our services, and we are available to provide you with any information should any shared links not meet your security and privacy criteria.

3. HOW LONG DO WE STORE YOUR DATA?

We process and store your Personal Data for as long as the purpose for which it was collected requires. We will retain your Personal Data for a period of 5 years from the tax year onwards. Upon expiry of that retention period user accounts and all Personal Data associated with you will be automatically deleted.

At any time during the retention period, you have the ability to edit, download or delete any of your Personal Data within your user account on the Website. You may also obtain specific information about the retention period for your Personal Data by contacting us at the contact details set out at the beginning of this Privacy Policy.

After the retention period has expired, the Personal Data will be irretrievably deleted and the right of access, the right of erasure, the right of rectification and the right of portability of the Personal Data may no longer be exercised after the retention period has expired.

4. HOW CAN I ACCESS THE PERSONAL DATA YOU COLLECT AND PROCESS ABOUT ME?

In addition to the above, you have the following rights at all times in relation to the Personal Data we collect and process:

- (a) **Withdraw your consent at any time.** You have the right to withdraw consent where you have previously given your consent to the processing of your Personal Data.
- (b) **Object to processing of your Personal Data.** You have the right to object to the processing of your Personal Data if the processing is carried out on a legal basis other than consent.
- (c) **Access your Data.** You have the right to learn if Personal Data is being processed by us, obtain disclosure regarding certain aspects of the processing, and obtain a copy of the Personal Data undergoing processing.
- (d) **Verify and seek rectification.** You have the right to verify the accuracy of your Personal Data and ask for it to be updated or corrected.

- (e) **Restrict the processing of your Personal Data.** You have the right, under certain circumstances, to restrict the processing of your Personal Data. In this case, we will not process your Personal Data for any purpose other than storing it.
- (f) **Receive your Personal Data and have it transferred to another controller.** You have the right to receive your Personal Data in a structured, commonly used and machine-readable format and, if technically feasible, to have it transmitted to another controller without any hindrance. This provision is applicable provided that the Personal Data is processed by automated means and that the processing is based on your consent, on a contract which you are part of or on pre-contractual obligations thereof.
- (g) **Lodge a complaint.** You have the right to bring a claim before their competent data protection authority.

5. HOW DO WE PROTECT YOUR PERSONAL DATA?

We store your Personal Data in secure database that is accessible only to a limited number of employees, in accordance with the specific rights granted to access such secure database. All employees are contractually obliged to keep the Personal Data confidential and access to this Personal Data is logged and auditable.

The transmission of Data between the Website and the server and between the server and the database is protected by the so-called Secure Socket Layer (SSL) technology, using certificates issued by a root certificate authority.

6. CHANGES TO THIS PRIVACY POLICY

We reserve the right to make changes to this Privacy Policy. We will let you know if we change the contents of this Privacy Policy via email and / or with a prominent notice on our Website, prior the change becoming effective. By using the Website, you confirm that you accept and agree to the entire contents of this Privacy Policy.

Issued in Ljubljana, Slovenia, January 2024.
Date of last revision of this Privacy Policy: 30. 1. 2024.
Woice, d.o.o.