

General Information on data processing.

The processing activities carried out by EXTEDO and their related purposes and legal basis can be categorised as follows:

Activity	Purpose	Legal Basis	Personal Data	Recipients
Sales & Customer & Partner management	<p>The acquisition of prospective, potential customers for sales generation, customer care and contract management</p> <p>Communication with customers for management of customer relationship and customer care</p> <p>Acquisition of interested partners to generate sales</p> <p>Definition of requirements for product development, user documentation, evaluation of suppliers needed for use in EXTEDO products</p> <p>Provide Customer support to our customers and partners</p>	To engage in transactions with customers, suppliers, and business partners, and to process purchases of our products and services, we need to process information about you as necessary to enter or perform a contract with you.	<p>Identification/Address data, contact details, forecast data, contract data, interests/preferences, billing information: payment data and bank details,</p> <p>IT usage data: IP address, location data,</p>	<p>EXTEDO's authorized personnel working in Sales, Marketing, Legal & Finance, Consulting, Quality Management, Product Management, and Customer Support.</p> <p>Personal data may also be disclosed to EXTEDO Affiliates.</p> <p>Processors involved:*</p> <p>Microsoft, Salesforce, Hubspot, Cloud Consulting, LogMeIn, Demodia, Domain Factory, Syndikat7.</p>

Website	Generation of leads and maintenance of current customers.	We rely on your consent where so indicated on our sites at the time your personal information is collected, or further to our legitimate interest to keep you updated on developments around our products and services which may be of interest to you, and to analyse, develop, improve and optimize our sites, facilities, products and services, and to maintain the security of our sites, networks and systems.	<p>Log & trace files: Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers, client identifiers</p> <p>Meta-Communication Data</p> <p>Contact details Identification/Address data</p> <p>Interests and preferences (for products & services)</p> <p>Communication and collaboration data</p> <p>IT usage data: IP address, location data.</p>	<p>EXTEDO's authorized personnel working at Sales, Marketing and Customer Support.</p> <p>Processors involved*</p> <p>Demodia, Hubspot, Salesforce, Google Tag Manager, Google Analytics, Linkedin, LogMeIn.</p>
CDP ("Customer Data Platform")	Gain insight of customer's or prospect's potential interests.	Consent (data subject can give consent on the cookie banner)	<p>Device (Mobile, Desktop) and Browser</p> <p>Contact Details (depending on submitted form – some fields are required: full name, company email address, company name, individual selection of purpose; additional optional fields are phone number, company name, country...etc.)</p>	EXTEDO's authorized personnel working at Marketing

			<p>Page Activity / Page Views (number of visits, pages visited, incl. Date, Time)</p> <p>E-Mail Preferences</p> <p>Webinar registration and participation data</p> <p>E-Mail Viewed / Clicked</p> <p>Contact source (e.g. LinkedIn, Google Ads)</p> <p>Company Purchasing History (including lost opportunities)</p>	
Newsletter	<p>Generation of leads and maintenance of current customers</p> <p>Positioning EXTEDO as an expert in the market and present new products and features</p>	We rely on the consent of our prospects when subscribing to the newsletter and on our legitimate interest for current customers to keep them updated on developments around our products and services which may be of interest.	<p>Contact details</p> <p>Identification/Address data</p> <p>Interests and preferences (for products & services)</p> <p>Communication and collaboration data</p>	<p>EXTEDO teams: Marketing, Sales and Sales Operations</p> <p>Processors involved:*</p> <p>Hubspot, Salesforce</p>
Customer Portal	To provide to EXTEDO customers with a single point of access to EXTEDO product	To engage in transactions with customers, suppliers and business partners, and to process purchases of our products and services,	<p>Contact details</p> <p>Identification/Address data</p>	EXTEDO teams: Marketing, Sales, Sales Operations and Customer Support

	information that is relevant to them, such as policies, orders and support requests.	we need to process information about you as necessary to enter into or perform a contract with you	Interests and preferences (for products & services) Communication and collaboration data	Processors involved:.* Hubspot, Salesforce
Webinars	Generation of leads, positioning EXTEDO as an expert in the market & present new products and features	We rely on the consent of the data subject when registering to the webinar and on our legitimate interest for current customers to keep them updated on developments around our products and services which may be of interest.	Contact details Identification/Address data Interests and preferences (for products & services) Communication and collaboration data	EXTEDO Internal: depending on the event, involved departments may vary: Marketing team Sales & SalesOps Finance & Legal Customer Care - Consulting Processors involved:.* Hubspot, LogMeIn, Salesforce
Case Studies	Obtain customer feedback and opinion about EXTEDO products and use it to promote EXTEDO products among current and new customers	We rely on the consent of our customers obtained prior participating in the case study.	Contact details Identification/Address data Communication and collaboration data	All EXTEDO internal involved departments will access all the case studies data. All public (only part of the information) Processors involved:.*

				Hubspot, Office 365, LinkedIn
Customer Satisfaction Surveys	Gain insight of the customer experience	We rely on our legitimate interest to analyse, develop, improve and optimize our products and services.	Contact details Identification/Address data Interests and preferences (for products & services) Communication and collaboration data	EXTEDO employees and management Processors involved:* Salesforce, Hubspot
Events & conferences	Knowledge transfer, product promotion and relationship maintenance with customers and prospects	We rely on the performance of a contract to which the data subject is part of, or to take the necessary steps to enter a contract.	Contact details Identification/Address data Communication and collaboration data	EXTEDO Internal: depending on the event, involved departments may vary: <ul style="list-style-type: none"> ▪ Marketing team ▪ Sales & SalesOps ▪ Finance & Legal ▪ Customer Care - Consulting External Recipients <ul style="list-style-type: none"> ▪ partners and Sponsors ▪ participant (who will receive the presentations) ▪ venue where the event will take place.

				Processors involved:*
				Hubspot, Salesforce, MS 365

Processors involved in the processing activities:

We may use carefully selected external service providers to process your data. If data is passed on to service providers as part of above processing activities, this is done based on Art. 28.3 GDPR. We only commission those processors who offer sufficient guarantees and ensures that suitable technical and organizational measures are in place.

Transfers to third countries

EXTEDO generally will not transfer personal data outside the EU/EEA to countries which do not have an adequate level of data protection as recognised by the EU Commission. However, there are some exceptions to this rule, which include data transfers for internal services provided from companies established outside the EU, including United States. Whenever a processing activity foresees a transfer of personal data (or the possibility that a transfer of personal data occurs), EXTEDO will ensure that appropriate safeguards are in place to adequately protect your personal data. We have concluded European Commission's Standard Contractual Clauses ("SCC") for transfers of personal information between our group companies and will conclude the same with any processor or third party to whom a transfer is (or might be) foreseen.