



# MatchWare Privacy Policy

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# MATCHWARE

Software for Creative Minds

This MatchWare Privacy Policy describes the privacy practices of MatchWare's apps and websites.

Please note that when using our applications, services or websites you authorize MatchWare to transfer your personal information across national borders and to other countries where MatchWare and/or its partners operate. We will only transfer your personal information to these countries where permitted to do so by law and the privacy protection policy and rights of authorities to access your data in such countries may be different to those of your country.

## What does this Privacy Policy covers?

The MatchWare Privacy Policy describes the privacy policies of MatchWare's applications and websites. Note that "websites" include online applications, or SAAS solutions such as MeetingBooster, MindView Online and web-based services for MindView such as Public Maps and Shared Workspace. In this Privacy Policy we refer to desktop and online applications as "apps". MatchWare's advertising and marketing procedures are also included in this Privacy Policy. Companies acquired by MatchWare may operate under their own privacy policies.

## Information collected and received from you

User ID, registration, support, and purchasing

When you register to use a MatchWare app, create a MatchWare ID, purchase an app, trial an app or need support we collect information to identify you and better serve you. In certain cases, we gather additional information such as what you are interested in, the type of your industry and size of your company. Some of this information may be optional. For students and teachers we need additional information to validate that you are entitled to educational discounts etc. To keep our database up to date we sometimes cross-reference your information according to applicable law.

## Accessing apps and installing updates

When you activate or update your MatchWare app we collect information about your app, license key, device, IP address and eligibility. Certain apps communicate automatically with our servers to see if you have a valid license, offer updates to be installed and check if the updates were installed successfully.

## MatchWare User Experience Improvement Program

In order to improve user experience and our programs some MatchWare apps allow the tracking of your usage of the user interface and certain features and send the information anonymously to MatchWare. MatchWare uses this information to customize, measure and improve its applications and services. The tracking software is provided by Google Analytics. The tracking software will save a cookie to your device's local storage in order to track and monitor your engagement and usage of the app but will not store, save, or collect personal information. You can read Google's Privacy Policy here for further information: <http://www.google.com/privacy.html>

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## Collecting browsing information

When you visit a MatchWare website we anonymously collect information sent by your browser or device to our server. Such information could be your IP address (so that we can identify your location and display our websites in your language), your type of browser and your device. Other examples could be the page or entry point on our website and if applicable the search type you used to find us. We also gather information about which online ads you clicked to enter our websites. This browsing information is collected by using cookies or similar technologies.

## Emails

When emailing you we may collect data to see if you received and opened the emails. Sometimes we track if you have clicked links within the emails. This is done to optimize the content and offers that we email you and reduce the number of emails sent. You can opt out of the MatchWare marketing email campaigns at any time.

## Does MatchWare share my information?

In order to operate and perform services such as delivering customer support, processing credit card payments and sending emails on our behalf, we share your information with companies that provide services to you on our behalf. These companies are not permitted to use your information for their own purposes.

Other instances where we may share your information:

- When we, in good faith, suspect fraud, to defend our apps and websites against hacking, or protect our Intellectual Property rights, our customers or the public in general
- When sharing information between MatchWare companies
- When we are required to provide information in response to a subpoena, court order, or other applicable law or legal process
- If MatchWare merges or is acquired by another company, sells an app, website, or business to another company
- With our resellers, distributors, and Solution partners if you are a business customer and have agreed to receive marketing communications or to validate license keys and account information.

## How is my information stored?

Your personal information and files are stored on MatchWare's servers and the servers of companies we hire to provide services for us. Your information may be stored within the United States or other countries where our service providers are located or where we do business in accordance with this Privacy Policy. Therefore, your information may be transferred across national borders.

## Does MatchWare transfer my information across national borders?

We may transfer your personal information internationally in compliance with applicable laws. If you reside in the European Union, Switzerland or other countries with laws governing information collection

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and we transfer your personal information to other countries with privacy laws less strict than those in your region/country, we rely on one or more of the following legal mechanisms: the EU-U.S. Privacy Shield, Swiss-U.S. Privacy Shield, Standard Contractual Clauses, and your consent. This consent applies in addition to other legal grounds for transfer, processing and storage of your personal information, such as for contract fulfillment purposes.

## Updating/deleting my personal information and data retention

In some countries or regions privacy laws entitle you to obtain the information MatchWare holds about you, edit and delete such private information. Many of MatchWare's apps and websites let you login to MyAccount to review and update your information. Similarly, you can delete maps on MatchWare Public Maps by logging in and using the appropriate function. As mentioned above you can also opt out of receiving email campaigns from us. To deactivate your MatchWare ID account, or obtain a copy of your personal information, please email your request to [privacy@matchware.com](mailto:privacy@matchware.com).

We will keep your information as long as we need it to provide you with the apps and websites you are eligible to use, comply with legal obligations and enforce our agreements.

## Is my information secure?

As we understand that the security of your personal information is important, we use best efforts to provide a combination of technology, processes and physical control to protect your personal information. When transferring sensitive personal information from apps and websites, we encrypt the data using Transfer Layer Security (TLS) encryption or similar technologies. However, despite our best efforts, no security controls are 100% effective and MatchWare cannot ensure or warrant the security of your personal information.

## Changes to this Privacy Policy

MatchWare reserves the right to make changes to this Privacy Policy at any time. You should periodically check on [www.matchware.com](http://www.matchware.com), [www.meetingbooster.com](http://www.meetingbooster.com) and other websites for any updates to this policy.

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