

Privacy Notice

Updated 10 July 2020

Your data privacy is important to Cube. This Privacy Notice (also referred to as "Notice") explains who we are, what data we collect, why we collect it, and what we do with it. It also explains what data rights you have and how you may exercise those rights.

We strongly encourage you to take some time to read this notice in full. If you do not agree to this notice, please do not provide us with your data.

When does this Privacy Notice apply?

This notice covers how we collect and use your data when you interact with us.

Besides this privacy notice, you may also find additional notices from us that provide more specific information on how we handle your data in a certain situation. These context specific notices add to this privacy notice, or even replaces it, where applicable.

Who is Cube?

Cube is an online platform operated by Ambassadors Lab BV, headquartered in Amsterdam, the Netherlands (also referred to as "we", "us", or "our" in this notice). We are the controller of your data under this notice, unless stated otherwise.

What data do we collect about you?

We may collect data when you interact with us. This may include:

- when you visit or use our website, platform or social media channels
- when you contact us or communicate with us
- when you subscribe to our newsletter
- when you open emails we send to you
- when you participate in our surveys
- when you attend our events

What data we collect depends on who you are, why you are interacting with us, and how you interact with us. The data we may collect broadly falls into these categories:

Data you provide to us directly

You may provide certain data to us directly. This may include:

- Business contact information (such as name, title, organization, email address, phone number, address and country)
- Account sign-in information (such as email address or username, password and other security codes)
- Payment information (such as credit card numbers, billing address and associated identifiers)
- Media files (such as photos or videos provided to us)
- Any information you choose to provide us (such as feedback, opinions, reviews, comments, uploaded files and custom metadata)

Data we collect automatically

Additionally, we may receive data sent by your computer, mobile phone or other device you use. This may include:

- Device data (such as device model, device type, device resolution, and operation system type)
- Browser data (such as browser type and browser language)
- Usage data (such as the website you came from or are going to, how you interact with our website, and the number of times you access our website)

How do we use your data?

We may use your data for different legitimate reasons and business purposes. This may include:

- To provide and improve the services you have requested from us, including our platform and providing customer support.
- To bill money owed to us to provide you with the services you have requested from us.

- To respond to your inquiries and requests, including customer and technical support requests, information requests, business enquiries, and requests related to data protection rights, and to provide you with information and access to resources and services you have requested from us.
- To meet legal, regulatory and compliance requirements, including complying with court orders, valid discovery requests, and other legal mechanisms.
- To prosecute and defend a court, arbitration, or similar legal proceeding.
- To provide and improve our website.
- To carry out research and development.
- To send you marketing and promotional information about us in accordance with your marketing preferences (see section "What kind of marketing communications will I receive")
- To contact you about our products and services, and targeted offers which we think might be of interest to you (only if we have permission to do so).

If you choose not to provide us with your data, in some cases we will not be able to provide you with the service you have requested or respond to your requests.

When do we share your data?

We may share your data with these third parties:

- Service providers. We may use third party service providers to help us in some areas, including communications, marketing, payment and transaction processing, customer service and IT services.
 - Mailchimp
- We use Mailchimp for email delivery and data collection. You can review their privacy notice at <https://mailchimp.com/legal/privacy/>.
- Public and governmental authorities. When required by law or as necessary to protect our rights.
- Other parties in connection with mergers and acquisitions. If we are involved in a merger, acquisition, or any form of sale of some or all of our assets, then your information may be sold or transferred as part of such a transaction, as permitted by law and/or contract. We will inform you when this is the case.

- Other third parties you have consented to. Only where you have given permission, for example when you authorize a third party to contact you, or in case of a data portability request.

How long do we keep your data?

We keep your data for as long as is necessary (see section "How do we use your data"). When we no longer need to keep your data, we will either delete or anonymize it.

In some cases, you can request for us to delete your data (see section "What data protection rights do you have").

How do we secure your data?

We take the security of your data seriously. We have implemented appropriate measures to prevent misuse, loss and theft, unauthorized access, involuntary disclosure or changes. If you have questions about the security of your data, contact us using the contact details provided in the "How can you contact us" section.

What kind of marketing communications will I receive?

If you have indicated to us that you wish to receive direct marketing communications such as our newsletter or promotional emails, we may from time to time provide you with content and information that may be of interest to you.

We may also contact you by email with directed offers and information that we believe may be relevant to you. In this case, we will ask for your consent before we proceed the conversation. You may choose to decline our request and have your data deleted (see section "What data protection rights do you have").

If at any point you wish to opt out of receiving such marketing communications from us, please click on the unsubscribe link at the bottom of any newsletter emails you receive (where applicable), or inform us of your preferences using the contact details provided in the "How can we contact you" section.

Do we collect data from children?

We do not intentionally collect data from children under the age of 18 as our services are not directed to them. If we become aware that a child has provided us with personal information, we will take steps to delete this information as soon as possible. Please contact us using the contact details provided in the "How can you contact us" section to report cases you know of.

What data protection rights do you have?

We care about your privacy. In accordance with the European General Data Protection Regulation, you have the right to access, correct, update, port, delete, restrict or object to our processing of your personal information.

You may exercise these rights by filing a request with us using the contact details provided in the "How can you contact us" section. We will then review your request and respond to you within one month. We may ask you to verify your identity in order to help us respond efficiently to your request.

When will there be changes to this notice?

We may change this notice from time to time. If so, we will place an updated version on this page.

How can you contact us?

If you have any questions or concerns about this notice or your data, email us at privacy@cube-cloud.com.