

Privacy Notice

☰ Version	3.1
⌵ Status	In effect
📅 In effect since	@June 1, 2024
☰ Notes	General Privacy Notice that applies to Cube products, services, marketing channels and activities. Rephrased to improve readability, and removed specific examples of certain processing activities as they may limit the scope for future activities. Also mentioning other Ambassadors entities.
☰ Scope	

Cube believes data privacy is important. This Privacy Notice (also referred to as **"Notice"**) explains what personal data we may collect, how we may collect it, and what we do with it. It also outlines your data privacy rights and how to exercise them.

What this Privacy Notice covers

This Privacy Notice applies when you use our products and services, or interact with us through our channels and activities. This covers the Cube platform, services, websites, social media channels, marketing activities, and other activities described in this Privacy Notice.

We may provide additional privacy notices for certain products and services.

In this Notice, personal data (also referred to as **"data"** and **"personal information"**) refers to information that can be linked to or used to identify a particular person. This excludes any data that has been made anonymous.

As Cube, we're responsible for deciding how your data is processed, making us the data controller as per this Notice, unless stated otherwise.

This Privacy Notice does not cover situations where we are not the controller of your data. In the case where we process personal data on behalf of our customer, their privacy notice applies.

Who we are

Cube is a technology and creative services provider operated by Ambassadors Lab B.V.

What data we may collect and how we may do this

The personal data we collect about you depends on how you interact with us and the specific products and services you use.

Data you provide to us

You may provide us with your personal data as follows:

- **Contact data** such as your name, professional title, organization name, email address, mailing address and phone number.
- **Account profile data** such as your name, previous name(s) and/or nicknames, professional title, organization name, email address, profile photo, username, password and other security codes.
- **Payment data** such as credit card numbers, billing address and associated identifiers.
- **Any data you choose to share with us** like feedback, reviews, files and metadata you upload to the Cube platform or otherwise provide to us.

Data provided by third-party sources

With your consent or when it is legally permitted, we may collect or receive your personal data from third parties in the following ways:

- **Linked services.** If you connect a Cube account with another service, we will receive information based on your settings with that service. This may include your name, email address, profile photo and business details.
- **Cube users.** We may receive data about you from Cube users, like a client or coworker, when they input this information into the Cube platform or otherwise share this with us. This can also happen through our referral programs.
- **Content providers.** We may receive personal data from companies that share user-generated content from their service, like reviews or public social media posts.

- **Joint offering partners.** We may partner with other companies to provide combined services or marketing, and we collect data through these partnerships.
- **Public information.** We may collect data from publicly sources, like government records and social media.

If you are sharing someone else's data with us, make sure they know about it and agree to it, and ensure you have an appropriate legal basis to do so.

Data we collect automatically

We and our services providers may automatically collect personal data about you, your device and your interaction with us over time such as:

- **Device data** like your IP address, log data, error messages, device type, and unique device identifiers.
- **Usage data** on how you use our products and services, or interact with our channels and activities, like your browser type, page views, how you interact with a page, and email engagement.

Cube and our service provides may use tools like cookies, web beacons, pixels, local shared objects and similar technologies (all referred to as "**Cookies**") to collect data about you. You have control over some of the information we collect from Cookies and how we use it.

Data from children

Our services are not designed for children under 18, so we do not intentionally collect their data. If a child has provided personal information to us, we'll act to remove it promptly. To report any instances of such cases, please reach out to us as specified in the "How can you contact us" section.

How we may use your data

We may use your personal data in a number of ways:

- Provide you with the information, products and services you request
- Provide you with support
- Improve and develop our products, services, channels and activities
- Communicate with you

- Authenticate your identity
- Market products and services to you based on your preferences
- Assess your eligibility for marketing offers, products and services
- Manage event sign-ups and attendance
- Invoicing
- Comply with legal and regulatory requirements
- Prevent misuse or abuse of our products and services and ensure our Terms of Service
- Exercise our rights in judicial, administrative, or arbitration proceedings
- Enforce or apply our Terms of Service or other agreements

In some cases, we may specifically ask for your consent to use your personal data, such as when required by law. We may also process your data for other lawful purposes compatible with those mentioned above.

How we may share your data

We may share your personal data with third parties in the following circumstances:

- **With service providers.** We may share your data with companies that help us with our advertising, marketing, sales, payments, IT and customer service, or help us run our business.
- **For certain product features and services.** We may use third party API services to provide you with certain product features and services.
- **For advertising and analytics.** Advertising partners may place cookies on unaffiliated websites in order to show you relevant ads based on your interests and measure ad effectiveness.
- **For mergers and acquisitions.** If Cube is part of a merger, sale, or similar transaction, we might share your information with the other company involved. This will be done as the law and contracts allow. We will let you know when this happens.
- **For legal reasons.** We may share your data for legal reasons or to protect our rights, without needing your consent and as the law allows.
- **With other parties you have consented to.**

These are the third parties we have enlisted:

- **Mailchimp** and **Sendgrid** to help us send emails and manage email subscriptions.
- **Google Analytics** and **Google Tag Manager** to understand how visitors engage with our products and services.
- **OpenAI** (opt-in) to summarize uploaded content. Data is only used to generate tags, summaries or embeddings used by Cube. Data is not used for further training.

How long we may keep your data

We store your data only as long as required (as explained in "How we may use your data"). Once it's no longer required, we'll remove or anonymize your data.

You have the right to ask us to delete your data (refer to the "What data privacy rights you have" section for more information).

How 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 concerns about your data's security, please reach out to us as specified in the "How you can contact us" section.

What data privacy rights you have

Under the European General Data Protection Regulation (GDPR), you have rights to access, correct, update, port, delete, restrict, or object to how we process your personal data.

To exercise these rights, file a request as specified in the "How you can contact us" section. We'll review your request and get back to you within a month. We might ask for proof of identity to help us process your request efficiently.

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.