



# Website privacy policy

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## 1. Introduction

### 1.1. What is this document about?

At BioSistemika, we believe that protection of personal data is one of the most important rights of any individual. We also believe that transparency is the first step towards that protection.

This document, for which we sometimes use the term *privacy policy*, tries to give you an overview of personal data being processed when you use our website, as well as the rights granted to you under the General Data Protection Regulation (GDPR). These rights give you the chance to have control over your personal data, therefore it's important you are aware of their existence and application.

It is our goal to provide you this overview in plain and simple language, avoiding the unnecessary legal jargon usually used in such documents. In places where we failed to do so, we are happy to provide you with additional explanation if needed.

### 1.2. Who is this document for?

This document refers to the processing of personal data in relation to our official BioSistemika website, which is available under the URL <https://biosistemika.com/> and all our subdomains, together referred to in this document as simply *website*.

Whenever we use the words *us*, *we* or *our*, we are referring to our company, BioSistemika, d.o.o.

Whenever we use the words *you*, *your* or *visitor(s)*, we are referring to visitors of our website.

**Important notice:** Our product and services are not meant for children, therefore we interpret your consent to this privacy policy as an indicator that you are at least 16 years of age (or between 13 and 16, if the legislation that applies to you has a lower age limit).

## 2. Data controller

### 2.1. Who are we and how can you contact us?

When it comes to processing of your personal data collected from our website, we are the data controller since we define the purposes (*why*) and means (*how*) for processing this data.

#### **Company identity and contact details**

BIOSISTEMIKA, raziskave in razvoj, d.o.o.

Koprska 98, 1000 Ljubljana,

SLOVENIA

You can reach us by the following means:

- Designated e-mail address for all privacy related matters: [privacy@biosistemika.com](mailto:privacy@biosistemika.com)
- Telephone number: 003861 235 0520

### 3. Collecting personal data

This section describes which personal data is collected from you, how we process it and for which purpose.

#### 3.1. Website forms

On our website, we use various forms to collect information from our visitors that wish to engage with us. We use forms because they are more user-friendly and collect the information in a more structured and organized way.

Each form has a slightly different purpose, usually depending on the product or service it relates to and the action wishing to be achieved by the visitor when submitting the form.

The forms on our website can be regularly added or removed, but the logic behind the processing of personal data collected with the forms stays the same. In case we change why and how we process such personal data, we will update this privacy policy.

For easier understanding of the personal data collection on such forms, they are divided and presented in separate categories below:

##### 3.1.1. Content download forms

We provide different types of educational content on our website, such as infographics, power point presentations, e-books, whitepapers and other similar formats.

Before acquiring this content, we collect some personal data from you, for example your e-mail which we need to give you access to such content.

Since we use HubSpot (also listed under our data processors list) for forms on the website, each time you submit a form we also use cookies to identify your website action with your personal data provided in the form.

##### 3.1.2. Quote requests

Some forms on our website let you request a quote for a product or service you are interested in. In such forms we need personal information that not only includes your full name and e-mail, but information like your location and company you work for, the preferred way to make a payment and where you found out about us.

##### 3.1.3. Software usage

Some forms on the website let you start using our software, therefore we collect information needed for your account to be created.

#### 3.1.4. Newsletter

You can choose to subscribe to our newsletters if you want us to send you materials, we think might be of interest to you.

#### 3.1.5. Meeting/Service requests

You can choose to get in touch with us if you are interested in our products and services. In such forms we collect personal information needed for us to provide our service in the best possible way and successfully set up and prepare for our future correspondence.

#### 3.1.6. Job applications

If you choose to contact us regarding available job positions, we process your data solely for such purposes, which is defined in our internal privacy policy document.

#### 3.1.7. E-mail correspondence

Since it's impossible to predict the information (including personal data) you share with us when we are corresponding by e-mail, we handle such cases individually. In general, the analogy from the form submissions on our website is used for processing personal data in such cases.

## 4. Personal data processing

### 4.1. Why?

We always collect the data with the purpose to gather information needed to successfully respond and process your form request. Some information is necessary for identification and correspondence purposes, while others help us determine how to act upon your form request and provide our best service to you.

The personal data collected is also used for direct marketing purposes, for which we collect your consent prior your form submission. The way we choose to communicate with you may differ based on the information we have about you. For example, if you showed interest regarding a specific product, we may choose to only send you content that is connected to this product, if we believe this is what you would find the most interest in.

**You can choose to remove your consent by opting out of our e-mailing campaigns by clicking the unsubscribe button we provide in every e-mail sent. In such case, we will only process your personal data for the purposes directly associated with the forms you have submitted.**

We keep your personal information for as long as you are a user of our service/product or we feel you may become one. Regardless, you can always choose to exercise your right to deletion granted to you under GDPR.

## 4.2. Who?

Although we are the data controller and collect the personal data directly from you, we (our authorized personnel) process your personal data with the help of other tools. Here is a complete list of our data processors and how they help us process your personal data, as well as improving and optimizing our overall business operations:

- HubSpot, for customer relationship management
- Mailchimp, for e-mail marketing
- QuickBooks and PayPal, for preparing quotes, invoices and other similar documents related to charging for our services
- SiteGround, for hosting our website
- Google - Gmail, for personal e-mail correspondence
- Amazon, for hosting our software as a service platforms and cloud products

By using these tools, we may transfer your personal data outside EU. Nevertheless, we make sure the same standard for personal data protecting is used by our processors with a data processing addendum signed between us and them, where the latest EU privacy law requirements (GDPR) are addressed.

Most of our data processor are also Privacy Shield Certified, which serves as an additional level of protection when it comes to your personal data.

## 5. Your rights

You have control over your personal data with the help of rights granted to you under GDPR:

- The right to lodge a complaint with a supervisory designated for your member state
- The right to request from us, the controller access to and rectification or erasure of personal data or restriction of processing
- The right to object to processing as well as the right to data portability;

We are committed to give you our full support regarding all issues and questions that you might have about your personal data. Feel free to address them to [privacy@biosistemika.com](mailto:privacy@biosistemika.com).