

# SCINOTE WEBSITE PRIVACY POLICY

## 1. INTRODUCTION

### What is this document about?

At SciNote, 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*, strives to give you an overview of the 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 is important that you are aware of their existence and application.

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

### Who is this document for?

This document refers to the processing of personal data in relation to our official SciNote website, which is available under the URL <https://scinote.net/> and all of 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, SciNote LLC.

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- 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

SCINOTE LLC,

3000 Parmenter Street, Middleton, Wisconsin 53562, USA

POB 620828

E-mail address for privacy related matters: [privacy@scinote.net](mailto:privacy@scinote.net), handled by our data protection officer identified below.

Since we are a company incorporated in the United States, we also have a representative in the European Union for privacy related matters:

**BIOSISTEMIKA, d.o.o.**

**Koprska 98, 1000 Ljubljana,**

**SLOVENIJA**

Data protection officer:

Erik Kenda

Principal Quality Engineer & DPO

### **3. COLLECTING PERSONAL DATA**

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

#### **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. For that reason, each form has a unique set of fields (including personal data) required to be filled out by visitors before submitting the form.

Each time you submit a form, we also use Hubspot cookies to identify and connect your website actions with your personal data provided in the form.

In case you use the forms for technical support, Zendesk cookies are used.

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 via such forms, they are divided and presented in separate categories below:

#### **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

address, which we need in order to provide you with access to such content.

### **Quote requests**

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

### **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.

### **Support services**

We also collect personal information on forms where you can reach out to us with technical questions regarding our products and services or sign-up for (online) events where such topics are covered.

### **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, which may include the type of work you do and where you are located.

### **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.

If you reach out to us through designated support e-mail [support@scinote.net](mailto:support@scinote.net) this is managed with the help of our Zendesk platform.

## **4. PERSONAL DATA PROCESSING**

### **Why?**

We always collect data with the purpose of gathering 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 in 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 interesting. We also may adjust the way we communicate with you based on the field or industry you work in por the type of work you do, since this is the basic logic behind our market segmentation.

**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.

## **Who?**

Although we are the data controller and collect the personal data directly from you, we (our authorized personel) 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:

- Biosistemika d.o.o, our mother company and the main data processor for all business related operations and activities. Some of the other data processors below are used as a subprocessor of Biosistemika and some directly by us:
- Hubspot, for customer relationship management, website forms and conversion optimization, e-mail marketing and personal correspondence
- Quickbooks and Paypal, for preparing quotes, invoices and other similiar documents related to charging for our services
- Zendesk, for technical support service
- Siteground, for hosting our website
- Google - Gmail, for personal e-mail correspondence

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 data processors with a data processing addendum signed between us and them, where the latest EU privacy law requirements (GDPR) are adressed.

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@scinote.net](mailto:privacy@scinote.net) and we will make it our priority to respond in the shortest possible time.