

Acumen Commercial Insights Privacy Policy

What this policy covers

Your privacy is important to us, and so is being transparent about how we collect, use, and share information about you. This policy is intended to help you understand:

- What information we collect about you
- How we use information we collect
- How we share information we collect
- How we store and secure information we collect
- How to access and control your information
- How we collect data internationally
- Other important privacy information

This Privacy Policy covers the information we collect about you when you use our products and services.

Our products are intended for use by organisations. Where the Services are made available to you through an organisation (e.g. your employer), that organisation is the administrator of the Services and is responsible for the accounts and sites over which it has control. If this is the case, please direct your data privacy questions to your administrator, as your use of the Services is subject to that organisation's policies. We are not responsible for the privacy or security practices of an administrator's organisation, which may be different to this policy.

Administrators can:

- require you to reset your account password;
- restrict, suspend or terminate your access to the Services;
- request information about your account;
- access or retain information stored as part of your account;
- restrict, suspend or terminate your account access;
- change the email address associated with your account;
- change your information, including profile information;
- restrict your ability to edit, restrict, modify or delete information

Please contact your organisation or refer to your administrator's organisational policies for more information.

What information we collect about you

We collect information about you when you provide it to us and when you use our Products and Services.

Information you provide to us

Account and Profile Information: We collect information about you when your organisation registers you for an account or when we modify your profile as requested by your organisation.

Information you provide through our support channels: The Services also include our customer support, where you may choose to submit information regarding a problem or

query you have related to one of our Products. Whether you designate yourself as a technical contact, open a support ticket, speak to one of our representatives directly or otherwise engage with our support team, you will be asked to provide contact information, a summary of the problem/ query you are experiencing, and any other documentation, screenshots or information that would be helpful in resolving the ticket.

Information we collect automatically when you use our products: We collect information about you when you use our products, this is for audit and support purposes.

Your use of the Services: We keep track of certain information about you when you visit and interact with any of our Services for example a training session.

Device and Connection Information: We collect information about your computer, phone, tablet, or other devices you use to access our products.

We also collect information through your device about your operating system, browser type, IP address, device identifiers, and crash data. We store this information for no longer than 60 days.

How we use information we collect

To provide the Services: We use information about you to provide Services to you, including authenticate you when you log in, provide customer support, and operate and maintain the Services. For example, email or name is used as your unique identifier to log into our products.

To communicate with you about the Services: We use your contact information to send transactional communications via email and within the Services, including data integration messages, providing customer support, and sending you technical notices, software release notes, updates, security alerts, customer service questionnaires, and administrative messages.

Customer support: We use your information to resolve technical issues you encounter, to respond to your requests for assistance, to analyse crash information, and to repair and improve the Services.

For safety and security: We use information about you and your Service use to verify accounts and activity, to monitor suspicious activity.

To protect our legitimate business interests and legal rights: Where required by law or where we believe it is necessary to protect our legal rights, interests and the interests of others, we use information about you in connection with legal claims, compliance, regulatory, and audit functions.

With your consent: We use information about you where you have given us consent to do so for a specific purpose not listed above. For example, we may publish testimonials or featured customer stories to promote the Services, with your permission.

How we share information we collect

Sharing with third parties: We do not share any personal information we collect about you with third parties without consent.

Sharing with other Service users: For support and audit purposes we will share with the administrator within your organisation audit history information from our products which may contain identification information. For example, promotion ref 8754 was updated by account.manager@FMCG1.com forecast volume from 100 to 200 on 11th May 2018 at 14:31.

Service Providers: We work with third-party service providers to provide website and application development, hosting, maintenance, backup, storage, testing, virtual infrastructure, analysis and other services for us, which may require them to access or use information about you. If a service provider needs to access information about you to perform services on our behalf, they do so under close instruction from us, including policies and procedures designed to protect your information.

With your consent: We share information about you with third parties when you give us consent to do so. For example, we often display personal testimonials of satisfied customers on our public websites. With your consent, we may post your name alongside the testimonial.

How we store and secure information we collect

Information storage and security: We use data hosting service providers to host the information we collect, and we use technical measures to secure your data. While we implement safeguards designed to protect your information, no security system is impenetrable. We have an employee education programme and procedures in place to act on any data breach so that we comply with GDPR.

Managed accounts: If the Services are made available to you through an organisation (e.g., your employer), we retain your information if required by the administrator of your account.

Marketing information: If you have elected to receive marketing emails from us, we retain information about your marketing preferences for 24 months from the date you last expressed interest in our Services.

How to access and control your information

You have certain choices available to you when it comes to your information. Below is a summary of those choices, how to exercise them and any limitations.

Your Choices:

You have the right to request a copy of your information, to object to our use of your information (including for marketing purposes), to request the deletion or restriction of your information, or to request your information in a structured, electronic format. You will need to contact your administrator in your organisation to assist with your requests. Nominated Administrators within organisations forward the request to support@acumenci.com.

Your request and choices may be limited in certain cases: for example, if you ask to delete information which we or your administrator are permitted by law or have compelling legitimate interests to keep. If you have unresolved concerns, you may have the right to

complain to a data protection authority in the country where you live, where you work or where you feel your rights were infringed.

Update your information: To update your information contact your nominated system administrator who will contact support@acumenci.com.

Deactivate your account: If you no longer wish to use our Services, your administrator will request your account to be deactivated by sending a support ticket to support@acumenci.com. Please be aware that deactivating your account does not delete your information.

Delete your information: If you wish your information to be deleted, contact your administrator who will contact support@acumenci.com. Please note, however, that we may need to retain certain information for record keeping purposes, to complete transactions or to comply with our legal obligations.

Opt out of communications: You may opt out of receiving marketing communications from us by using the unsubscribe link within each email or by contacting us as provided below to have your contact information removed from our marketing email list or registration database. Even after you opt out from receiving promotional messages from us, you will continue to receive transactional messages from us regarding our Services.

How we collect information internationally

International collection of data:

We collect information globally and primarily store that information in the location most suitable for your organisation, this location is shared with your administrator.

Other important privacy information

Changes to our Privacy Policy:

We may change this privacy policy from time to time. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice by sending you an email notification. We encourage you to review our privacy policy whenever you use the Services to stay informed about our information practices and the ways you can help protect your privacy.

If you disagree with any changes to this privacy policy, you will need to stop using the Services and deactivate your account(s), as outlined above.

Contact Us

If you have questions or concerns about how your information is handled, please direct your inquiry to support@acumenci.com.

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