

Ardexa Privacy Policy

Ardexa Pty Ltd. and its subsidiaries ("We", "Our" and "Ardexa") are committed to protecting and respecting your privacy.

This Privacy Policy ("Policy") explains the basis on which we process any personal data we collect from or about you, or that you or any third party provide to us, not only from the use of our websites, such as www.ardexa.com, www.app.ardexa.com and www.eur1.ardexa.com (or any site that is linked to this Policy), but also in connection with conducting our business, through our software products, apps and services including SaaS and cloud services, and from any other means.

We may revise this Policy from time to time. The most current version of this Policy will govern our use of your personal data. If we decide to change our Policy, we will post the updated Policy on the Ardexa website and update the Policy modification date. Please check back regularly to review any changes to this Policy. Prior versions of the Policy are available on request from legal@ardexa.com.

"Personal Data" means any information or set of information that relates to an identifiable individual, either directly or indirectly. Personal data does not include information that is encoded or anonymized.

Ardexa does not sell Personal Data.

Topics:

1. What data do we collect?
2. How do we collect your data?
3. How will we use your data?
4. How do we store your data?
5. What are your data protection rights?
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1. What data do we collect?

Ardexa collects the following data:

- Personal identification information (Name, email address, phone number, etc.)
- Details of transactions you carry out and of the fulfilment of orders, including the downloading and licensing of software.
- Details of your visits to our sites and use of our online or hosted services including, but not limited to, traffic data, data regarding the site pages you visit, weblogs, and other communication data, whether this is required for our own billing purposes or otherwise, and the resources and services that you access.
- Information that you supply to us in the course of general marketing and other business activities.
- Information that is provided to Ardexa by third parties such as our business partners, in the course of Ardexa providing and supporting Ardexa's products and services.

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- Information that you supply to us or that we obtain/create in the course of your application for employment or engagement (for example, salary, performance evaluations, benefits data, background checks).
- If you contact us, we may keep a record of that correspondence.
- We may also ask you to complete voluntary surveys about your experience with Ardexa's products and services, that we use for research purposes.

IP addresses and other Technical Information

When you visit any of our sites, use our services and apps developed by or with our products, we may collect information about your computer, including your IP address, domain name, operating system and browser type, certain hardware or device information and other technical information where this is available. This is information about browsing actions and patterns and the use of certain software products and apps, and does not identify any individual except where user settings are configured by the user to provide personal data or where we have expressly notified you in the course of registering for or accessing a service that personal data will be collected.

2. How do we collect your data?

You directly provide Ardexa with most of the data we collect.

We collect personal data and process data when you:

- Exchange order information in the normal course of business, typically via email, file sharing or physical document exchange.
- Register online or place an order for any of our products or services.
- Complete a customer survey in the normal course of business.
- Provide feedback on any of our message boards or via email.
- Use or view our website via your browser's cookies.
- Participate in an event where Ardexa is a participant or which is sponsored (in whole or in part) by Ardexa. We may also make video recordings and take photographs these events.

Ardexa may also receive your data indirectly from the following sources:

- Online advertising tools
- B2B lead generation platforms
- Third-party lead generation services

3. How will we use your data?

Ardexa collects your data so that we can:

- Process your order and manage your account.
- Provide you with products or services that you request from us, or which your Organization has requested on your behalf, and to provide you with information which we feel may interest you.
- Contact you with industry information and/or information on new products and services we believe are relevant for you.

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- Carry out our obligations arising from any contracts entered into between you and us or your Organization.
- Notify you about changes to our service, updates to our sites, new Ardexa product offerings or special events hosted or sponsored by Ardexa or its business partners.
- Manage access to our services and to enforce or apply our terms of use of any one of our sites, our software licenses, hosted services, and other agreements.
- Protect the rights, property, or safety of Ardexa staff, our customers, our partners and/or others related to our business.
- Provide you with updates on any events you are registered to attend or interested in.
- Make video recordings for use in promotional and educational material for any of our events or events that we attend as a sponsor where you attend or speak at.

When Ardexa processes your order, it may send your data to, and also use the resulting information from, credit reference agencies to prevent fraudulent purchases.

Ardexa will offer individuals the opportunity to choose (opt-out) whether they receive communications from Ardexa concerning Ardexa products and services.

Ardexa would like to send you information about products and services of ours that we think you might like. If you have agreed to receive marketing information, you may always opt out at a later date. You have the right at any time to stop Ardexa from contacting you for marketing purposes.

4. How do we store your data?

Your Personal Data associated with the primary SaaS services may be collected, transferred to and stored by us using secure Google Cloud Services or Amazon Web Services cloud storage locations across the globe.

In addition, there are a variety of other normal business services that will from time to time store Personal Data. This may include email servers, file storage, marketing applications, lead generation, survey applications and other similar systems.

5. What are your data protection rights?

Ardexa would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request Ardexa for copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that Ardexa correct any information you believe is inaccurate. You also have the right to request Ardexa to complete the information you believe is incomplete.

The right to erasure – You have the right to request that Ardexa erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that Ardexa restrict the processing of your personal data, under certain conditions.

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The right to object to processing – You have the right to object to Ardexa’s processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that Ardexa transfer the data that we have collected to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: legal@ardexa.com

6. Cookies

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

How do we use cookies?

Cookies help us provide, protect and improve Ardexa services. These fall into the following categories:

Authentication:

We use cookies to verify your account and determine when you’re logged in so we can make it easier for you to access Ardexa services and show you the appropriate experience and features.

Security, site and product integrity:

We use cookies to help us keep your account, data and Ardexa services safe and secure.

Contract, policy and regulatory compliance:

We use cookies to combat activity that violates our policies or otherwise contravenes contracts we have with our customers

Insights, statistics, product development:

We use cookies to help us understand how you use our products so we can improve experience, navigation, service portfolio and general service provision.

Opting out of service options:

We also use cookies to help you opt out of certain services we may provide from time to time.

Where do we use cookies?

Ardexa may place cookies on your computer or device, and receive information stored in cookies, when you use or visit:

- Ardexa Website <https://ardexa.com>
- Ardexa app and account services (<https://app.ardexa.com> and <https://eur1.ardexa.com>)

What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- **Functionality** – Ardexa uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- **Website User Trends** – Ardexa uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device, and your IP address.

Do other parties use cookies in connection with Ardexa services?

Selected partners may utilise cookies in the provision of related services. These include financial payment services (Stripe), customer support (Groove), customer surveys (Survey Monkey), messaging (Slack), conferencing (Google Meet), documentation (Gitbook), accounting (Xero), file exchange (Box), social channels (Linkedin).

How to manage cookies

You can set your browser not to accept cookies. However, in a few cases, some of our website features may not function as a result.

7. Privacy policies of other websites

The Ardexa website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read and accept their specific privacy policy.

8. Changes to our privacy policy

Ardexa keeps its privacy policy under regular review and places any updates on this web page.

This Privacy Policy was last updated on 1st February 2022.

9. How to contact us

If you have any questions about Ardexa's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email: legal@ardexa.com

Post: PO Box 5160, Lyneham, ACT 2602, Australia