

Mazeinsight Website Privacy Policy

Mazeinsight ("us", "we", or "our") operates the www.mazeinsight.com website (the "Service"). This page informs you of our policies regarding the collection, use, and disclosure of personal data when you use our Service and the choices you have associated with that data. We use your data to provide and improve the Service. By using the Service, you agree to the collection and use of information in accordance with this policy.

Who we are

We are Business Intelligence experts, using our expertise, experience and technology to turn the data you generate into business insight, unlock the potential of your business and drive improved performance.

What personal data we collect

We collect different types of information for various purposes to provide and improve our service to you.

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you ("Personal Data"). Personally, identifiable information may include, but is not limited to:

- /// Email address
- /// First name and last name
- /// Company name
- /// Phone number
- /// Address or Company address
- /// Cookies and Usage Data

Usage Data

We may also collect information about how the Service is accessed and used ("Usage Data"). This Usage Data may include information such as your computer's Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookies Data

We use cookies and similar tracking technologies to track the activity on our Service and collect certain information. Cookies are files with small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to

collect and track information and to improve and analyse our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- /// **Session Cookies:** We use Session Cookies to allow our service to remember information about your previous site visits, for example when commenting on an article or page
- /// **Preference Cookies:** We use Preference Cookies to remember your preferences and various settings. If using an account to log into our site, cookie information will be saved to allow a consistent user experience.
- /// **Analytical & Security Cookies:** We use Security Cookies to protect our Service and users. Analytical cookies are created to ensure we deliver continued, engaging content.

Why we collect your data and what we do with it

Mazeinsight uses the data collected for various purposes:

- /// To provide and maintain the Service
- /// To notify you about changes to our Service
- /// To contact you if you have asked us to do so
- /// To allow you to participate in interactive features of our Service when you choose to do so
- /// To provide customer care and support
- /// To produce analysis or valuable information so that we can improve the Service
- /// To monitor the usage of the Service
- /// To detect, prevent and address technical issues

Sharing your data

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside United Kingdom and choose to provide information to us, please note that we transfer the data, including Personal Data, to the United Kingdom and process it there.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

Mazeinsight will take all reasonable steps necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organisation or a country unless there are adequate controls in place including the security of your data and other personal information.

Disclosure of Data

Mazeinsight may disclose your Personal Data in the good faith belief that such action is necessary to:

- /// To comply with a legal obligation
- /// To protect and defend the rights or property of Mazeinsight
- /// To prevent or investigate possible wrongdoing in connection with the Service
- /// To protect the personal safety of users of the Service or the public
- /// To protect against legal liability

Security of Data

Mazepoint, Mazeinsight's sister company, are proudly recognised with ISO 27001, ISO 9001 and Cyber Essentials Plus accreditation and are dedicated to ensuring the protection of all customer, individual and company data. Mazeinsight apply the same information security disciplines as Mazepoint, and strive to use leading technology to protect all transferred data, though, like all companies, we cannot guarantee absolute security for the transfer of data through the Service. In the unlikely event of a data breach we have full procedures in place, including informing you and the Information Commissioner's Office as appropriate and in compliance with the law.

How long we retain your data

We will retain your data no longer than is necessary for the purposes described above, generally no longer than 5 years, but longer if you are a customer.

Service Providers

We may employ third party companies and individuals to facilitate our Service ("Service Providers"), to provide the Service on our behalf, to perform Service-related services or to assist us in analysing how our Service is used. These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics

We may use third-party Service Providers to monitor and analyse the use of our Service.

/// **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports on website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualise and personalise the ads of its own advertising network.

You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity.

For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

/// **Matomo**

Matomo is a web analytics service. The analytical data is processed on Mazeinsight

systems using the Matomo software. You can visit their Privacy Policy page here:
<https://matomo.org/privacy-policy>

We do not use your data for any automated decision making.

Embedded Content and Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit. Third-party sites or embedded content may collect data about you, use cookies or monitor your interaction with links or embedded content. We have no control over and assume no responsibility for the content, privacy policies or practices of any third-party sites or services.

Children's Privacy

Our Service does not address anyone under the age of 18 ("Children"). We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your child has provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we will take steps to remove that information from our servers.

Your Personal Data Rights

You have the right:

- /// To be informed if your personal data is being used
- /// To get copies of your data
- /// To get your data corrected
- /// To get your data deleted
- /// To limit how we use your data
- /// To data portability
- /// To object to the use of your data
- /// To consent or object to decisions being made about you without human involvement
- /// To raise a concern

Further details of these rights can be found on the Information Commissioner's website here <https://ico.org.uk/your-data-matters/>.

Our contact information

If you have any questions about this Privacy Policy, please contact us by email at:

info@mazepoint.com