

updated 15 10 2022

THEATRON – Privacy policy

Transparency, protection of personal data and respect for privacy are vitally important matters to us. We treat all personal data only for predetermined, specific purposes. We collect only such information that is relevant to the use, and aim to minimize the collected data.

Your trust is important to us. The Duty of privacy concerns all of our workers and the GDPR regulations have been taken into account in all of our functions. Information is stored electronically in servers that are protected with the latest security software and by other technical means.

The following explains what types of data we collect, for what purposes we collect it and for how long the data is stored.

Website

Cookies

Some third-party applications set cookies on user's device. Out of these applications we use Google Analytics to follow the traffic on our website. This gives us information about the number of visitors on our website and the ways visitors use the site.

The user can not be identified through cookies.

A cookie is a small text file stored on the user's internet browser. Most browsers accept cookies by default. You can manage cookies in your browser settings; disable them and/ or clear stored cookies.

Cookies are used to collect data such as:

- ✓ IP-address
- ✓ web browser type
- ✓ time of the visit
- ✓ visited web pages
- ✓ IP address from where the user landed on our website
- ✓ From which domain the user came on our website

Forms

You can contact us also via the forms on our website. Depending on the form we will ask you for either all or some of the following information

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- ✓ first name
- ✓ surname
- ✓ email address

In addition, we will store information which was written in the voluntary field of the form. Information will be stored for as long as it's needed for solving the matter.

Only selected employees can access the data collected through our website. Information we get from the form and cookies helps us in developing our services. No information collected with the form will be shared with third parties.

Log Data

Log Data helps us to evaluate the safety and stability of our website.

Log file consists of the following information:

- ✓ IP-address
- ✓ web browser type
- ✓ time of the visit
- ✓ visited web pages

Only selected employees can access the log data. Information will not be shared with third parties.

Digital marketing

From time to time we advertise our products by sending Email newsletters.

For that we use HubSpot, which has taken GDPR (General Data Protection Regulation) into account very well and that way makes it possible to follow our values regarding privacy. Newsletters are intended for companies and other organizations. For this digital marketing we have either some or all of the following information types saved on our Marketing register:

- ✓ email address, first name, surname, phone number and title of the contact person
- ✓ home country of the organization

Only selected employees can access the data of the Marketing register. Information will not be shared with third parties.

Clientele

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We keep a Customer register of our clients contact persons to manage our clientele and to inform about our services and current topics.

We ensure the Data protection documentation and practises between our clients and our company are always up to date.

Data retention time

Website

- ✓ Cookies; up to 2 years (Google Analytics -cookies)
- ✓ Forms; only for as long as it's needed to solve the matter
- ✓ Log data; 2 years

Digital marketing

- ✓ Marketing register; personal data is being retained according to the laws and regulations only for as long as it's needed. False and outdated data will be removed from the register.

Clientele

- ✓ Customer register; data is being retained until there is no justification based on customer relationship or on the law to store the data.