

## Adverity SaaS Privacy Notice

We are Adverity and here is how we protect your Personal Data. If you are an Adverity user, this Privacy Notice applies to you. It explains what Personal Data we process about you as a Data Controller when you use our SaaS services.

### Your Privacy at a Glance

ADVERITY (Data Controller)	
<b>Data collected &amp; Purpose</b>	<p>Adverity mainly processes the Personal Data you actively provide to us when using our SaaS, for example during support requests, research studies or feedback sessions.</p> <p>Additionally, we collect certain information directly from your browser in order to better understand your needs and improve our services.</p> <p><a href="#">See here for more details</a></p>
<b>Legal basis</b>	<p>Adverity processes your Personal Data based on either one of the following legal basis:</p> <ul style="list-style-type: none"><li>• Performance of (pre-)contractual duties</li><li>• Your consent</li><li>• Adverity's legitimate interest</li></ul> <p><a href="#">See here for more details</a></p>
<b>Data retention</b>	<p>We keep your Personal Data as long as necessary to achieve the purpose of its collection, unless you request earlier deletion or a legal requirement provides otherwise.</p> <p><a href="#">See here for more details</a></p>
<b>Data sharing</b>	<p>We may share your Personal Data with our affiliate companies or service providers who assist us in achieving the purpose for which your data was collected.</p> <p><a href="#">See here for more details</a></p> <p>The Adverity SaaS also uses necessary cookies to ensure our services work correctly. These cookies do not require your consent and are essential for basic functions like navigation and access to secure areas.</p> <p><a href="#">See here for more details</a></p>
<b>Your rights</b>	<p>You have the right to access, delete, correct, restrict, and object to the processing of your Personal Data, and request data portability under GDPR. To exercise these rights, email <a href="mailto:dpo@adverity.com">dpo@adverity.com</a>, contact us via your account manager or send a letter to Adverity.</p> <p><a href="#">See here for more details</a></p>

## Your Privacy in Detail

### Who is Adverity in this Privacy Notice?

In this Privacy Notice, “Adverity” (the Data Controller) means either one of the following Adverity affiliated companies:

1. If Customer\* is located outside of the United States, Adverity GmbH; and,
2. If Customer\* is located in the United States, Adverity Inc.

\*Customer means the entity that signed a Commercial Agreement with Adverity and which permits you to use Adverity.

For the respective contact details of these two Adverity affiliated companies please see here: <https://www.adverity.com/about>.

### What Personal Data does Adverity collect about you, and for what purposes?

As described in details in the table below, Adverity mainly processes the Personal Data you actively provide to us when using our SaaS, for example during support requests, research studies or feedback sessions. Additionally, we collect certain information directly from your browser in order to better understand your needs and improve our services.

Type of Personal Data processed	Purpose of processing	Legal basis for processing
User-ID, IP-address and login information	Providing you with our in-app “guided tours”	Performance of (pre-)contractual duties (Art 6(1) b GDPR)
First and last name, email-address, telephone number, communications (telephone recordings, voicemail)	Processing your support requests	Performance of (pre-)contractual duties (Art 6(1) b GDPR)
First and last name, email-address, telephone number, title	Offering you additional services or sending you our newsletter.  Identifying professional role changes in order to maintain accurate contact information for business outreach and customer relationship management.	Legitimate interest of Adverity (Art. 6(1) f GDPR) Consent (Art 6(1) a GDPR)
Email-address	Receiving your request to create new connectors to the Adverity SaaS	Legitimate interest of Adverity (Art. 6(1) f GDPR)
Browser information and tags	Better understanding your needs when using the Adverity SaaS	Legitimate interest of Adverity (Art. 6(1) f GDPR)
Contact information, demographic profile, audiovisual recordings and additional information you chose to share to us during research studies or through feedback and in-platform	Better understanding your needs when using the Adverity SaaS	Legitimate interest of Adverity (Art. 6(1) f GDPR)

surveys		
First and last name, company name, audiovisual recordings and additional information you chose to share to us during the Adverity Office Hours sessions you signed up for	Better understanding your needs when using the Adverity SaaS	Legitimate interest of Adverity (Art. 6 (1) f GDPR) Consent (Art 6 (1) a GDPR)
Adverity SaaS User-ID	Better understanding and monitoring Adverity's AI-features based on Large Language Models	Legitimate interest of Adverity (Art. 6 (1) f GDPR)

Some of the Personal Data we process in connection with our services are essential for enabling your use of the Adverity SaaS. Without this data, we may be unable to provide you with the Adverity SaaS.

You can rest assured that Adverity does not process your Personal Data for decisions based solely on automated processing, including profiling, which produce legal effects concerning you (Art 22 GDPR).

### How long do we keep your Personal Data?

We retain your Personal Data as long as necessary to fulfill the purpose of its collection, unless you request earlier deletion or a legal requirement provides otherwise.

This means that generally, we keep your Personal Data for the duration of our service relationship with you. Beyond this period, we may retain your data to comply with any applicable statutory retention obligations or as long as potential legal claims against us are not time-barred.

Once there are no legitimate grounds for further storage, your data will either be deleted or anonymized.

### With whom may we share your Personal Data?

As you can see from the table below, we may share your Personal Data with our affiliate companies or service providers who assist us in achieving the purpose for which your data was collected.

External Recipient	Service provided
<b>Affiliate companies of Adverity</b> As listed here: <a href="https://www.adverity.com/about">https://www.adverity.com/about</a>	Supporting internal business operations
<b>Appcues</b> <i>Appcues Inc., 177 Huntington Avenue Ste 1703 PMB 94414 Boston, MA 02115-3153, USA</i>	Providing in-app guided tours which help you learning the Adverity SaaS
<b>DocuSign</b> <i>DocuSign International (EMEA) Limited, 5 Hanover Quay, Grand Canal Dock, Dublin, D02 VY70, Ireland</i>	E-signature tool used for signing agreements digitally
<b>Zendesk</b> <i>Zendesk Inc., 1019 Market Street, San Francisco, CA 94103, USA</i>	Helping us process your support requests

<p><b>Grammarly</b> Grammarly Inc., 548 Market Street, 35410 San Francisco, CA 94104, USA</p>	<p>Helping our support team with writing feedback suggestions and/or corrections of email drafts</p>
<p><b>Mixpanel</b> Mixpanel International Inc., One Front Street, 28th floor, San Francisco, CA 94111, USA</p>	<p>Helping us better understand your interactions and use of the Adverity SaaS</p>
<p><b>Condens</b> Condens Insights GmbH, Sonnenstraße 23, 80331 München, Germany</p>	<p>Enabling us to store, manage, analyze, collaborate on and present the outcome of research studies made with you</p>
<p><b>Jira</b> Atlassian Pty Inc. Level 6, 341 George Street Sydney NSW 2000 Australia</p>	<p>Ticketing tool used for your support requests</p>
<p><b>Precisely</b> Precisely AB, Kämpegatan 10, 411 04 Göteborg, Sweden</p>	<p>Contract management tool used for drafting agreements</p>
<p><b>Refiner</b> Refiner SAS, 10 rue de Penthièvre, 75008 Paris, France</p>	<p>Providing in-platform polls and surveys to better understand your needs and to schedule research studies</p>
<p><b>Gainsight</b> Gainsight Inc., 350 Bay Street, Suite 100, San Francisco, CA 94133, USA</p>	<p>Improving how we manage your account and service you and helping us understanding your needs in order to offer you additional services</p>
<p><b>Hubspot</b> Hubspot Germany GmbH Postbahnhof 17 10243 Berlin, Germany</p>	<p>Enabling us to send you our newsletter and to understand your needs in order to offer you additional services</p>
<p><b>ShelfFlip, Inc. dba UserGems</b> ShelfFlip, Inc., 2443 Fillmore St. #308-3416, San Francisco, CA 94115, USA</p>	<p>Identifying professional role changes and maintaining accurate contact information for business outreach and customer relationship management</p>
<p><b>Tremendous</b> Tremendous, LLC, 228 Park Ave S #62949; New York, New York, 10003, USA</p>	<p>Delivering you gift vouchers if you voluntarily participated in the annual customer survey, in Research Studies &amp; Adverity Lab or similar</p>
<p><b>Sprig</b> Sprig Technologies Inc., 140 2nd Street 4th floor San Francisco, CA 94105, USA</p>	<p>Sharing your feedback about the Adverity SaaS as well as feedback on new feature concepts, if you decide to participate</p>
<p><b>Google Cloud</b> Google Cloud EMEA Limited, Velasco Clanwilliam Place, Dublin 2, Ireland</p>	<p>Processing your requests for the creation of new connectors to the Adverity SaaS</p>
<p><b>Zoom</b> Zoom Video Communications Inc., 55 Almaden Blvd, 6th Floor San Jose, CA</p>	<p>Scheduling calls and meetings with you in order to assist you in your use of the Adverity SaaS, for research studies or Adverity Office Hours sessions you signed up for</p>

<b>Link Mobility</b> <i>Link Mobility Austria GmbH, Brauquartier 5/13, 8055 Graz, Austria</i>	Ensuring secure sharing of your Adverity credentials with you
<b>Stripe</b> <i>For Adverity GmbH: Stripe Payments Europe, Ltd., Stripe Technology Europe, The One Building, 1, Lower Grand Canal Street, Dublin 2, Ireland</i> <i>For Adverity Inc.: Stripe, Inc., a Delaware corporation, (185 Berry Street, Suite 550 San Francisco, CA 94107, USA</i>	Providing for secure credit card payments
<b>Competent authorities</b> <i>Such as supervisory, regulatory or criminal authorities, courts of law or other third parties who advise us in this context (e.g. lawyers or forensics experts)</i>	If disclosure is required (i) by law or regulation or (ii) to establish, exercise or defend legal claims

Some of these recipients may be located in countries outside the EU/EEA for which an adequate level of data protection may not yet be established by the EU Commission. It should be noted that the level of data protection in such countries may not be the same as within the EU/EEA. Also, subject to local laws and regulations data may be accessible to local authorities or courts.

However, where Personal Data is transferred to such third countries, we implement appropriate safeguards to ensure that your rights are protected in accordance with the GDPR. This includes the conclusion of the EU Commission's standard contractual clauses for the transfer of Personal Data (Art 46 (2) c GDPR) as well as appropriate supplementary measures. Further details on the implemented safeguards as well as copies of the respective agreements are available at [dpo@adverity.com](mailto:dpo@adverity.com).

## Are cookies used in the Adverity SaaS?

The Adverity SaaS uses cookies to ensure our services function correctly. These cookies are essential for basic functions like navigation and access to secure areas and do not require your consent. Cookies are small text files placed on your device while using our SaaS to store certain information about you. They cannot access, read, or modify other data stored on your device. When we refer to "cookies," we include other technologies with similar purposes, such as pixel tags.

Only **necessary cookies** are used in the Adverity SaaS as they are essential for the proper functioning of our Adverity SaaS, hence why they do not require your consent. They enable basic functions like page navigation and access to secure areas. Without necessary cookies, the Adverity SaaS would not function properly or only to a limited extent.

Legal basis: Art 6 (1) f GDPR (legitimate interest)

Name	Provider	Purpose	Expiry	Type
sessionid	Adverity	Determine the login state	1 day	HTTP cookie
csrftoken	Adverity	Cross-Site Request Forgery	1 year	HTTP cookie

		prevention		
auth-info	Adverity	First Login redirect	15 minutes	HTTP cookie
SIDEBAR_STATE	Adverity	Determine the sidebar state	Session (sessionid)	HTTP cookie
CURRENTWORKSPACE	Adverity	Determine the current workspace	Session (sessionid)	HTTP cookie
mp_2c64132fcd05b24a902559b13e8dc8f1_mixpanel	Mixpanel	Display appropriate help articles in help section	1 year	HTTP cookie

## What are your rights?

In accordance with applicable law (particularly Art 15 et seq. GDPR), you have the following rights, which you can exercise at any time by emailing [dpo@adverity.com](mailto:dpo@adverity.com), contacting your account manager at Adverity or by sending us a letter (contact details available at [Adverity's About](#) page):

- **You can choose not to provide us with Personal Data.** However, some of the Personal Data we process in connection with our services are essential for enabling your use of Adverity SaaS. Without this data, we may be unable to provide you with the Adverity SaaS.
- **You have the right to access the Personal Data we hold about you.** This includes the right to ask additional details about:
  - The types of Personal Data we process;
  - The purposes behind our data processing;
  - The third parties to whom the data may be disclosed;
  - The duration for which the data will be stored (or the criteria used to determine this period);
  - Your other rights regarding our use of your Personal Data.

We will provide you with the requested information within one month, unless fulfilling your request would adversely affect the rights and freedoms of others (e.g., another person's confidentiality or intellectual property rights). If we are unable to meet your request for this reason, we will inform you.

- **You have the right to make us correct any inaccurate Personal Data about you.**
- **You can object to us using your Personal Data for profiling you or making automated decisions about you:** But to that regard, you can rest assured that Adverity does not process your Personal Data for decisions based solely on automated processing, including profiling, which produce legal effects concerning you (Art 22 GDPR).
- **You have the right to port your Personal Data to another service.** We will provide you with a copy of your data in an acceptable format, enabling you to transfer it to another service.
- **You have the right to be 'forgotten' by us.** You can do this by requesting the deletion of any Personal Data we possess about you, provided it is no longer essential for our purposes related to your use of Adverity.
- **You have the right to lodge a complaint regarding our use of your Personal Data.** If you believe your rights have been violated, you may file a complaint with the competent data protection authority (in Austria, this is the Austrian Data Protection Authority - Datenschutzbehörde).

## Updates to the Adverity SaaS Privacy Notice

We may update this Privacy Notice to reflect legal, technical or business changes. When we update this Notice, we will take reasonable steps to inform you about the changes made. You will find the date of the "last update" at the end of this Privacy Notice.

### Contact details

Should you have any requests or questions in relation to this Adverity SaaS Privacy Notice or regarding the way we process your Personal Data, kindly address them to our Data Protection Officer Mr. Mag. Michael Pilz by calling +43 (0)1 406 05 51 or send an e-mail to [dpo@adverity.com](mailto:dpo@adverity.com).

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*Please note that we also process some of your Personal Data (Professional Email address; Name; Timestamps; IP-Address) as a Data Processor, following the instructions of our Customer. A Data Processing Agreement has been entered between Adverity and our Customer in order to set out the rules and responsibilities governing the processing of this Personal Data by us. For more information about this processing, please refer to our Customer (meaning the entity that signed a Commercial Agreement with Adverity and which permits you to use Adverity, likely to be your employer).*

For any additional information with regards to Adverity's privacy practices in general, please visit our [Privacy Notice on our Website](#) or [Data Protection Guidelines](#).

We process your Personal Data in compliance with the EU General Data Protection Regulation ("GDPR") and/or Applicable Data Protection Legislation, as applicable. Unless otherwise defined in this Privacy Notice, the terms used herein shall have the same meaning as defined in the GDPR.

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