

PRIVACY POLICY

Processing of personal data

Nerdbord OÜ (registry code 16465310), address Narva mnt 7, 10117 Tallinn, Estonia, email: karolina@nerdbord.io (hereinafter referred to as **the Service Provider**), processes personal data in accordance with the requirements of the Personal Data Protection Act of Estonia.

Upon establishing a business relationship and providing the services the Service Provider has the right and is obliged to collect and process the personal data of a person (hereinafter referred to as a **User**) who submits a request to use the services provided by the Service Provider and is entitled to keep, hold and retain the personal data within a period of time and limit provided by the applicable legislation.

The Service Provider processes personal information only for providing the service the User has ordered. The Service Provider does not transmit, sell or disclose User's data to third parties without User's prior consent or in the cases provided by law. The Service Provider is considered also as the data controller who shall determine the purpose and measures of personal data processing. Submission of information at the request of a regulatory authority or in cases provided by law shall not require User's consent nor notification

1. What type of personal and general data is collected?

- 1.1. Among the types of Personal Data that this Website collects, by itself or through third parties, there are:
 - 1.1.1. First name and surname.
 - 1.1.2. Email address.
 - 1.1.3. Company name (if applicable).
 - 1.1.4. Billing address.
 - 1.1.5. VAT Number (if applicable).
 - 1.1.6. Trackers.
 - 1.1.7. Device information.
 - 1.1.8. Usage data.
 - 1.1.9. Purchase history.
 - 1.1.10. All types of correspondence between the Service Provider and User.

2. How do we collect your data?

2.1. The User provides the Service Provider with the data directly or via third-party service providers. The Service Provider collects and processes data when the User:

2.1.1. Creates an account on the Website.

2.1.2. Authorizes to use the Website via GitHub:

2.1.2.1. This service allows this Website to connect with the User's account on GitHub, provided by GitHub Inc. Personal Data processed: device information; email address; Trackers; Usage Data. Place of processing: United States – [Privacy Policy of GitHub](#).

2.1.3. Makes payment via third-party service provider (Stripe):

2.1.3.1. Unless otherwise specified, this Application processes any payments by credit card, bank transfer or other means via external payment service providers. In general and unless where otherwise stated, Users are requested to provide their payment details and personal information directly to such payment service providers. This Application isn't involved in the collection and processing of such information: instead, it will only receive a notification by the relevant payment service provider as to whether payment has been successfully completed.

2.1.3.2. Stripe is a payment service provided by Stripe Inc, Stripe Technology Europe Ltd or by Stripe Payments Ltd, depending on the location this Application is accessed from. Personal Data processed: billing address; email address; first name; last name; payment info; purchase history; Tracker; Usage Data. Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#); United Kingdom – [Privacy Policy](#).

3. What is the purpose of data processing?

3.1. The Service Provider collects data for:

3.1.1. Identifying the person, i.e. contractual party, to whom the service is provided.

3.1.2. Providing services according to the agreed terms and conditions and Subscriber agreement.

3.1.3. Ensuring a well-functioning service provision.

- 3.1.4. Identifying illegal and suspicious activities.
 - 3.1.5. Preventing fraud and illicit acquisition.
 - 3.1.6. Processing orders.
 - 3.1.7. Contacting and informing persons involved about exceptional circumstances regarding the order or transactions.
 - 3.1.8. Executing reimbursements.
 - 3.1.9. Managing and solving order related errors, refunds and feedback.
 - 3.1.10. Analyzing user behavior and user statistics.
 - 3.1.11. Improving the website by making it more user friendly and carrying out technical improvements.
 - 3.1.12. Notifying you about special offers on products that you might like.
- 3.2. Legal basis:
- 3.2.1. The data subject, i.e. User, has given consent to the processing.
 - 3.2.2. Processing is necessary for performance of a contract between the two parties.
 - 3.2.3. Processing is necessary for compliance with a legal obligation.
 - 3.2.4. Processing is necessary to protect the data subject's, i.e. User's, vital interests.
 - 3.2.5. Processing is necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.
 - 3.2.6. This Website shares User Data only with third parties carefully selected to ensure that they provide the same or equal protection of User Data as stated in this privacy policy and requested by applicable data protection laws. Further information on data processing and privacy practices by third parties can be found in their respective privacy policies.

4. How do we store your data?

- 4.1. The Service Provider securely stores User's data at Postgresql database on Heroku, provided by Salesforce (registry code: 001-32224), located at Salesforce Tower, 415 Mission Street 3rd FL, San Francisco CA 94105.

- 4.1.1. The Owner is allowed to transfer Personal Data collected within the EU to third countries (i.e. any country not part of the EU) only pursuant to a specific legal basis. Any such Data transfer is based on one of the legal bases described below. Users can inquire with the Owner to learn which legal basis applies to which specific service.
- 4.1.2. **Data transfer to countries that guarantee European standards (this Website).** If this is the legal basis, the transfer of Personal Data from the EU to third countries is carried out according to an adequacy decision of the European Commission. The European Commission adopts adequacy decisions for specific countries whenever it considers that country to possess and provide Personal Data protection standards comparable to those set forth by EU data protection legislation. Users can find an updated list of all adequacy decisions issued on the European Commission's website. Personal Data processed: listed in point 3.
- 4.2. The Service Provider will retain User's personal data for a period of 5 years after termination of customer relationship with the User. Once this time period has expired, we will delete the User's data by removing and erasing it from the company's database and records.
- 4.3. Accountancy related data (invoices and payment records) shall be retained for 7 years.

5. Security

- 5.1. The Service Provider is the holder and controller of the collected data. The access to User's personal data is provided only to staff members of the Service Provider for processing orders and managing order related errors, refunds and feedback while taking the relevant precautions and measures in order to avoid disclosure, unauthorized access, loss and unlawful use of personal data by irrelevant third parties.
- 5.2. The Service Provider may and can transmit personal data to relevant third parties to, including process payments through a payment gateway service provider, manage service provider's accountancy operations and provide identification services, proportionately to what is necessary to perform the relevant action.
- 5.3. The Service Provider transmits the personal data necessary for making payments to Stripe Inc, Stripe Technology Europe Ltd or by Stripe Payments Ltd (details in point 2.1.3.2.) which is an authorized debit and credit card payment processor.

6. Marketing

- 6.1. The Service Provider is entitled to send the User marketing information about products and services. By joining Nerdbord User agrees to be contacted via email for marketing purposes. The User has the right to always opt out at a later date.
- 6.2. The User has the right at any time to stop the Service Provider from contacting the User for marketing purposes.
- 6.3. If the User no longer wishes to be contacted for marketing purposes, the User can inform the Service Provider at karolina@nerdbord.io and the User will be removed from the mailing list.

7. What are User's data protection rights?

- 7.1. The Service Provider would like to make sure that the User is fully aware of all of his/her data protection rights. Every user is entitled to the following:
 - 7.1.1. **The right to access** – Have the right to request the service provider for copies of your personal data.
 - 7.1.2. **The right to rectification** – Have the right to request that the service provider correct any information you believe is inaccurate. Also have the right to request the service provider to complete the information you believe is incomplete.
 - 7.1.3. **The right to erasure** – Have the right to request that the service provider erase your personal data, under certain conditions.
 - 7.1.4. **The right to restrict processing** – Have the right to request that the service provider restrict the processing of user's personal data, under certain conditions.
 - 7.1.5. **The right to object to processing** – Have the right to object to the service provider's processing of your personal data.
 - 7.1.6. **The right to data portability** – Have the right to request that the service provider's transfers the data that the service provider has collected to another organization, or directly to the user, under certain conditions.
- 7.2. Upon making a request by the User, the Service Provider has one (1) month to provide an appropriate response to the User. If the User wishes to exercise any of the rights above, the Service Provider can be contacted at its email karolina@nerdbord.io.
- 7.3. Privacy policies of other websites:

7.3.1. The Service Provider's website contains links to other websites. The Service Provider's privacy policy applies only to this website, so if the User clicks on a link to another website, one should read their privacy policy.

8. Hosting and backend infrastructure.

8.1. This type of service has the purpose of hosting Data and files that enable this Website to run and be distributed as well as to provide a ready-made infrastructure to run specific features or parts of this Website. Some services among those listed below, if any, may work through geographically distributed servers, making it difficult to determine the actual location where the Personal Data are stored.

8.2. Heroku (Salesforce.com, inc.) Heroku is a hosting service provided by Salesforce.com, inc. Personal Data processed: various types of Data as specified in the privacy policy of the service. Place of processing: United States – [Privacy Policy](#); European Union – [Privacy Policy](#).

9. Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

9.1. Google Analytics.

9.1.1. Google Analytics is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on the location this Application is accessed from, ("Google"). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. Personal Data processed: Tracker; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

9.2. Hotjar Form Analysis & Conversion Funnels (Hotjar Ltd.).

9.2.1. Hotjar is an analytics service provided by Hotjar Ltd. Hotjar honours generic Do Not Track headers. This means your browser can tell its script not to collect any of your data. This is a setting that is available in all major browsers.

Find Hotjar's [opt-out information here](#).

Personal Data processed: Tracker; Usage Data.

Place of processing: Malta – [Privacy Policy](#) – [Opt Out](#).

9.3. Cloudflare Web Analytics (Cloudflare Inc.).

9.3.1. Cloudflare Web Analytics is an anonymised analytics service provided by Cloudflare Inc. that gives the Owner insight into the use of this Application by Users without needing to identify them. Further information may be found here and within the service's privacy policy.

Personal Data processed: device information; language; Usage Data.

Place of processing: United States – [Privacy Policy](#).

9.4. Clarity Form Analysis & Conversion Funnel.

9.4.1. We partner with Microsoft Clarity and Microsoft Advertising to capture how you use and interact with our website through behavioral metrics, heatmaps, and session replay to improve and market our products/services. Website usage data is captured using first and third-party cookies and other tracking technologies to determine the popularity of products/services and online activity. Additionally, we use this information for site optimization, fraud/security purposes, and advertising. For more information about how Microsoft collects and uses your data, visit the [Microsoft Privacy Statement](#).

10. Changes to the Service Provider's privacy policy

The Service Provider keeps its privacy policy under regular review and places any updates on this web page, changes take place immediately after they have been published on the website.

11. How to contact the Service Provider?

11.1. If the User has any questions about the Service Provider's privacy policy, the data that the Service Provider holds on the User, or the User wishes to exercise one of his/her data protection rights, the Service Provider can be contacted at karolina@nerdbord.io.

11.2. The User has the right to have access to his/her personal data at any time and to have it corrected, closed or deletion, unless otherwise provided by law.

12. Complaints and Disputes

If the User wishes to report a complaint or feels that the Service Provider has not addressed User's concern in a satisfactory manner, User may contact the supervisory authority - Estonian Data Protection Inspectorate at info@aki.ee.

COOKIE POLICY

Nerdbord OÜ (hereinafter referred as to **the Service Provider**) uses cookies on this website.

What are Cookies?

Cookies are small text files placed on your computer to collect standard internet log information and visitor behavior information. When you visit our website, we may collect information from you automatically through cookies or similar technology. We use the following cookies on our website:

- session cookies which are temporary and expire once you close your browser (or once your session ends)
- persistent cookies which are cookies that remain on your hard drive until you erase them or your browser does, depending on the cookie's expiration date.

For further information, visit <https://developer.mozilla.org/en-US/docs/Web/HTTP/Cookies>

How do we use cookies?

- The service provider uses cookies in a range of ways to improve your experience on our website, including:
 - o Collecting anonymous and general statistics about the number of website visitors
 - o Understanding how you use our website
 - o Making the website more user-friendly
 - o To carry out technical improvements
 - o To enable certain functions of the service
 - o To provide analytics
 - o To store your preferences

What types of cookies do we use?

When you use and access the service, we may place a number of cookie files in your web browser. We use both functionality and advertising cookies on the website and different types of cookies to run the website.

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

Functionality cookies – The service provider uses these cookies so that we recognize you on our website and remember your previously selected preferences. These include what language you prefer and location you are in. These cookies are temporary and expire once you close your browser (or once your session ends).

How to manage cookies?

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

The Service Provider presumes that the User has understood and accepted the current “Privacy policy”, and “Terms and Conditions” and before using the Website and services.