

Privacy Policy

**more
than
metrics**

Your data is safe.

At More than Metrics GmbH our top priority is keeping your data safe. Below you can find detailed information on what happens with your data when you sign up for as well as when you use smaply.com.

If you have specific questions or any doubts please don't hesitate to get in touch with us by clicking the button below. We are usually pretty fast, but please keep mind that we're located in Austria, CET time zone.

General remarks

We try to make the information about privacy and security as clear and as easy to understand as possible and avoided "legal speech" on purpose.

If have questions, need information of further detail don't hesitate to get in touch with our CTO Klaus Schwarzenberger. He takes care of managing privacy and security measures at More than Metrics GmbH.

[Send an email to support@smaply.com.](mailto:support@smaply.com)

More than Metrics GmbH

Museumstraße 3
6020 Innsbruck
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+43 512 312 123 30
info@morethanmetrics.com

VAT ID ATU69101223
Commercial Register 421906a
CEO Marc Stickdorn

Bank
Tiroler Sparkasse Bank AG
Branch: Innsbruck Wilten
Schöpfstraße 15
6020 Innsbruck
BIC: SPIHAT22XXX
IBAN: AT152050303301532226

Overview

More than Metrics (We) is the processor of your personal data and thus responsible for the protection of its privacy and security. This privacy policy aims to help you understand which data we collect about you, how we process and store it, as well as to inform you about which rights you are entitled to regarding your personal data.

Disclaimer:

Our services are not targeted at children. Children may not register for any portions of the service which requires registration. Children are either persons under the age of 18 or prior to reaching the age of majority according to their respective legislation.

Responsibility

Responsible for the processing of your personal data is:

More than Metrics GmbH

Sterzinger Strasse 1, 6020 Innsbruck, Austria

+43 512 312 123 20

support@smapply.com

www.smapply.com

CEO Marc Stickdorn

Commercial register FN 421906 a

Place of jurisdiction Innsbruck, Austria

General remarks on the processing of personal data

In principle, we exclusively process information which you have entered yourself whilst registering and/or using our services as well as data provided by your internet service provider in

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reliance on the (pre)contractual relationship between you and us.

We use this data to understand how you utilize our services, improve them, as well as to fulfil our legal obligations. The personal data we have about you will never be sold to third parties and will only be used for internal purposes. Even within our company, only a small number of carefully selected people have access to your personal data.

When we utilize the services of third parties to better understand your usage of our services, we do so only after strict assessments ensuring the safety and privacy of your personal data. Furthermore, these third parties must grant the same standards of data protection as individuals are granted within the EU.

Furthermore, if you choose so, we will send you our newsletter after a “double opt-in”), which you are free to unsubscribe at any time, either by clicking the “unsubscribe” link, which you find in every newsletter we send, or, alternatively, you can directly cancel your subscription by sending us a mail stating your demand.

The only exception we have when it comes to sharing personal information with third parties is when laws, courts or authorities require us to disclose personal data. In such a case we will inform you as soon as possible about the sharing of your personal information as well as which data we had to share. Furthermore, in such a scenario, we will always disclose the least amount of personal data legally possible to protect your personal data as much as possible.

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Legal grounds for the processing of personal data

If we acquire consent for the processing of your personal data, Article 6 (1) lit a of the General Data Protection Directive (GDPR) serves as the legal basis for lawful processing of personal data. When signing up for smaply, you agree to this privacy policy, thus consenting to the processing of your personal data within the limits stated in this policy.

Consent is generally assumed if you enter data voluntarily on our websites and services. This also applies if you have opted to receive our newsletter.

Whenever we process personal data which is needed in order to fulfil our contractual obligations, Article 6 (1) lit b GDPR serves as the legal basis for lawful processing. This section also applies to processing which takes place in pre-contractual situations.

Whenever we process personal data in order to comply with legal requirements, Article 6 (1) lit c GDPR serves as the legal basis for lawful processing.

If we process data which is necessary for safeguarding justified interests (such as spam protection, bug fixing or validating authorized access to our services) Article 6 (1) lit f GDPR serves as the legal basis for lawful processing.

Data storage

We use [Google Cloud Platform](#) provided by Google Commerce Limited, Ireland as well as [Amazon Web Services](#) provided by Amazon Web Services Germany GmbH as hosting providers.

Google Cloud Platform - Compute Engine locations used:

- St. Ghislain, Belgium

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- Changhua, Taiwan
- Sydney, Australia
- Iowa, USA

Google Cloud Platform fully complies with the European data protection laws (including the recent GDPR). Whenever personal data is transferred outside of the EU, equivalent safeguards are granted by either the EU-U.S. Privacy Shield or standard contractual clauses which have been accepted by the European Commission. All data transferred to the Google Cloud Platform is encrypted both in transit and at rest, further safeguarding your privacy.

Furthermore, Google Cloud Platform holds various certifications, strengthening the user's data privacy. For more information please visit <https://cloud.google.com/security/>.

Amazon Web Services - S3 + Cloudfront locations used:

Frankfurt, Germany

Files and images uploaded to Smaply are stored in S3, provided by Amazon and delivered via Cloud Front for your usage.

Amazon Web Services complies with the European Union privacy laws.

Data retention and deletion

Upon deletion of your account, we will retain some your personal data for a certain, legally determined amount of time. This time is dependent on the nature of the data itself, as the law requires us to store some data for a certain amount of time. All your personal data in the production environment is deleted immediately. Your data stored on our back-ups will be deleted after 6 weeks' time. Thus, all your personal data will be deleted

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after you deactivate your account well before we would legally be forced to delete them. However, if you explicitly wish to have your data retained so that you can pick up where you left off, we can store your data for an individually chosen timeframe. Other data we might need for billing or legal procedures will be deleted as soon as the purpose for their storage is fulfilled.

Third-party data providers

As mentioned above, Smaply by More than Metrics GmbH tracks only essential usage data to be able to keep the service online and on the other hand improve the service experience. In addition to the hosting partners above we collaborate with a few more service providers to provide you with the best-possible experience when using Smaply.

You can find a comprehensive list of all third-party data providers here.

Data processing agreement

Every newly registered user of Smaply has to read and acknowledge our Privacy and Cookie policy. In addition to that we have a data processing agreement which you can find here:

<https://www.morethanmetrics.com/terms-and-conditions.html>.

It is available both in German and English and is pre-signed by us. If you have special requirements for your DPA it is of course possible to set up a specific agreement. To do so, please get in touch with us via support@smaply.com.

Cookies

We also use cookies on our website to improve our services and understand how customers use it. For more information

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please read our Cookie Policy, which is part of this Privacy Policy.

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