

# Data Privacy Policy



This document sets out SeeWhy's Privacy Policies and contact details. It was last updated on 19<sup>th</sup> November 2009.

## Changes in this Version

- The policy has been expanded to govern the treatment of web content submitted by web site users, for example, as comments to blog posts.
- The policy has been expanded to explain our commitments to users of the Abandonment Tracker Pro Service.

## Shortcuts

>> **SeeWhy Website**

>> **Policy Governing the SeeWhy Abandonment Tracker Free Service**

>> **Policy Governing the SeeWhy Abandonment Tracker Pro Service**

>> **How to Contact SeeWhy**

## SeeWhy Website

### + Use of Information

For each visitor to our web site or sites, our web server automatically recognizes only the consumer's domain name and information that they consciously submit.

We collect only the domain name of visitors to our web pages, the e-mail addresses of those who communicate with us via e-mail, aggregate information on what pages consumers access or visit, and information volunteered by the consumer, such as enquiries submitted through the contact form, the registration form, or by making comments on our blog.

The information we collect is used for internal review to improve the content of our Web page. The information we collect is used by us to contact consumers for service communications and marketing purposes. It is also shared with other SeeWhy companies to help them contact consumers for service communications and marketing purposes.

If you do not want to receive e-mail from us in the future, please let us know by sending us an e-mail or writing to us at the addresses given below.

We never make our contact list available to other companies outside the SeeWhy group of companies.

If you supply us with your postal address online you may receive periodic mailings from us with information on new products and services or upcoming events. If you do not wish to receive such mailings, please let us know by sending us an e-mail or writing to us at the addresses given below.

Persons who supply us with their telephone numbers online will only receive telephone contact from us with information regarding orders or enquiries they have placed online.

#### **+ With respect to cookies**

We set cookies for visitors who login to our secure area to enable them to browse the whole site without having to log back into the secure area again in the same session.

#### **+ With respect to blog comments**

We publish and reserve the right to moderate user-submitted comments on SeeWhy blog posts. Comments may not contain spam or profanity, and should be relevant to the blog topic. We reserve the right to edit or remove comments that do not meet these guidelines. Comments that we edit will not have their meaning materially changed. We reserve the right to feature and reproduce submitted comments in any form. Comments published on the website may be attributed to the author.

#### **+ With respect to Ad Servers**

We do not share end user data with, or have special relationships with, any ad server companies.

#### **+ With respect to security**

We always use industry-standard encryption technologies when transferring and receiving consumer data exchanged with our site. When we transfer and receive certain types of sensitive information such as financial information, we redirect visitors to a secure server.

We have appropriate security measures in place at our physical facilities to protect against the loss, misuse or alteration of information that we have collected from you through our site.

If you feel that this site is not following its stated information policy, you may contact us at the addresses below.

#### **Data Protection Act**

We believe strongly in protecting users' privacy. We will not provide any of the personal information you give us to any third party. Any information submitted to SeeWhy Software Ltd via this website is held under the Data Protection Act 1998.

## **Policy Governing the SeeWhy Abandonment Tracker Free Service**

Effective as of March 8, 2009

At SeeWhy, we respect and protect the privacy of any and all individuals whose data, potentially including personal information, we process on behalf of our clients (other businesses) as a part of our service.

### **+ Information Collection and Usage**

With the exception of maintaining anonymous statistics, SeeWhy will not use data provided to us, potentially including personal information, for any purpose whatsoever other than to fulfill our service obligations to our clients. Data will not be provided to any third party nor will data be accessible through SeeWhy to any client other than the client providing the data.

### **+ Information Retention**

With the exception of anonymous data used to derive anonymous statistics, data will not be retained longer than necessary to fulfil our service obligations to our clients - normally this will be less than 48 hours.

### **+ Security and Privacy**

SeeWhy takes every precaution to protect the confidentiality and security of client data by using industry-standard security safeguards.

SeeWhy's employees are trained and required to keep all client data secure. Access to data and systems processing the data are restricted on a need for access basis.

### **+ Client Obligations**

Our clients who capture individuals' data sent to us for processing are obliged by us and by applicable law to similarly respect and protect the privacy of those individuals. A copy of SeeWhy's standard terms and conditions for use of our service can be found in the documents section of the site.

## Policy Governing the SeeWhy Abandonment Tracker Pro Service

Effective as of December 19<sup>th</sup>, 2009

The policy governing the SeeWhy Abandonment Tracker Pro service is identical to that which governs the Free service, except for the following alterations:

+ The **Information Retention** clause in the Free Service policy is replaced by the following wording:

With the exception of anonymous data used to derive anonymous statistics, data will not be retained longer than necessary to fulfil our service obligations to our clients - normally this will be no longer than 28 days.

### Changes to this Policy

SeeWhy will notify its Clients via email if we make any changes to our Privacy Policy. Any new policy will be posted on our site at least thirty (30) days prior to its taking effect.

### How to Contact SeeWhy

If you have questions or concerns regarding this Policy, you should first contact the Chief Privacy Officer at the contact address listed below or via email at [info@seewhy.com](mailto:info@seewhy.com).

Chief Privacy Officer  
SeeWhy Software Limited,  
New Lodge, Drift Road  
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