

Privacy Policy

This online privacy policy provides an overview about how we process personal data at Gratitude Co, j.s.a. with registered seat at Nitrianska 1835/1, 921 01 Piestany, Slovak Republic, company ID No.: 54 540 046, registered in Commercial registry held by District court Trnava, section: Sja, insert No.: 38/T (hereinafter referred to as "**us**" or "**we**" or "**Gratitude Co**").

If you have any questions concerning how we process your personal data, you can contact us at privacy@more-gratitude.com or by post using our registered seat address above. Being an EU-based company, we must comply with the EU general data protection regulation (the "**GDPR**") when processing the personal data, specific provisions of Act no. 18/2018 on Coll. on the protection of personal data (mainly sec. 78 and sec. 79) and other legislation governing the issues of data protection or privacy.

This Privacy Policy is primarily designed to ensure compliance with our informational obligations pursuant to Articles 13 and 14 GDPR towards data subjects about whom we process personal data as a controller. Typical data subjects are our employees or employees of our business partners, clients or suppliers. We also here clarifying the situation, when we process personal data in the position of processor during providing our core business services to our client – controllers.

Why we process personal data?

Generally, we need to process personal data in order to:

- provide our services and products and for that purpose process personal data of our clients, suppliers, business partners, employees and other persons;
- efficiently manage our human resources;
- meet our legal and contractual obligations; and
- pursue our own legitimate interests.

For what purposes and under which legal bases do we process personal data?

We process personal data for the following purposes and legal grounds:

Purpose of the processing personal data	Legal ground	Our position and explanation of the purpose
1. Provision of services	Determined by our client (controller)	If we provide any services provided by Gratitude Co to the Client on the basis of the Agreement and/or these Terms of Use, we need to process various data within Gratitude Co databases as well as personal data primarily stored at the same time in a cloud infrastructure (IaaS).In this situation we process personal data only behalf our clients (controllers) in the position of the processor . As a software developer it is our aim and obligation to provide the best software solution possible, therefore we continuously develop and improve our software and conduct regular

			testing of its functionalities e.g. via analysis of application, removal of bugs, issuing new application versions and updates including security updates via performance and audience analysis or implementation of feedbacks of user.
2.	Personnel & Payroll	Compliance with legal obligation or consent.	We need process personal data of our employees as the employer during fulfilling various legal obligation pursuant specific laws. Based on data subject 's consent, we may retain their CV and contact details for a limited period of time so that we can address them with a suitable job offer in the future if a new job becomes available or if we will create new position. Our employees and co-workers may gain some social benefit or programme provided by third party as advantage and express of gratitude for performed work beyond contractual claims, therefore we need process personal data for providing of such benefits. In these situations, we process personal data as the controller .
3.	Compliance with legal obligations	Compliance with legal obligation	When we need to comply with legal obligation that requires us to process your personal data, we do so without your consent on the basis of complying with legal obligation (e.g. processing your request filed for performing rights in the GDPR, storing personal data about shareholders, storing personal data contained in invoices within accounting etc.). We act as the controller.
4.	Monitoring mechanisms of employer	Legitimate interest	In relation to our employees we perform monitoring and control activities in order to supervise working electronic communication (emails, calls, data services) and use of payment cards and If we reveal breach of internal regulations causing violation of working discipline we may use processed data for ending of the employment. Such processing of personal data we consider as our <u>legitimate interest</u> . We act as the controller.
5.	Establishment, exercise or defence of legal claims (legal agenda)	Legitimate interest	From time to time, we might need to pursue a legal claim, ask for compensation or off-court settlement, keep evidence for potential dispute, manage, keep and perform legal contracts, request legal advice from external advisors, report illegal activity to law enforcement authorities or otherwise protect our legitimate legal interests. In doing so, we act as the controller .
6.	Fulfilment of contractual obligations and pre-contractual relationships	Contract and legitimate interest	We need process personal data of our contractual parties and their representative in both ways – in B2B and B2C legal relations. If we don't conclude contract with natural persons we rely on <u>legitimate interest</u> as legal ground for any concerned processing personal data needed for negotiation, conclusion and fulfilling of related contract with legal person. We act as the controller .
7.	Raising awareness in online environment, direct marketing and PR (marketing purposes)	Consent and/or legitimate interest	If we operate our own company profile on (LinkedIn, Twitter/X, Facebook, Instagram or YouTube) and communicate via those profiles we are in the position of the controller and we rely on our <u>legitimate interest</u> : raising awareness in the online environment. For this purpose,

			<p>we also use various marketing analytics tools such as Google Analytics or tools to better target or boost our advertisements. We can also within this purpose uses remarketing tools provided by Google to targeting you with profiled ads during your use of internet.</p> <p>When sending marketing newsletters, we rely on your prior consent or the statutory exemption from obtaining the consent provisioned in Section 62 (3) of the Act on Electronic Communications (so-called marketing of similar goods and services). When sending a marketing communication, You can withdraw your consent at any time. We rely on our <u>legitimate interest</u> during sending newsletter to our existing customers which contain similar services. We can also use your personal data for inviting you on our events and conferences as well as process your personal data in our PR articles, posts published on social networks or in our press releases propagating us and our activities and successes based on our legitimate interest. If we don't rely in such cases on your consent, we rely on the <u>legitimate interest</u>.</p> <p>We may publish some personal data most often contained in photographs or videos or also in PR articles or press releases related to our employees or participant of our events and conferences on our websites or social media profiles based on freely given consent of data subject. We process your above-mentioned personal information as the controller.</p>
8.	Protection of property and IT security	Legitimate interest	<p>We process personal data in relation to applying adopted security measures increasing the security of our premises as well as systems. This might include monitoring of user behaviour within used means of processing or our website to detect fraudulent, suspicious or otherwise harmful conduct of users, scanning of our systems against unauthorized bots, archiving audit reports and security logs, keeping records about keys handed over to individual employees and operating RFID access control system. In doing so, we act as the controller.</p>
9.	Statistical purposes	Legal grounds of any above original purposes pursuant to the Art. 89 GDPR.	<p>In compliance with conditions of Art. 89 GDPR we process the personal data collected for the above purposes on the above legal grounds as the controller for statistical purposes. The result of such processing is never personal data but aggregated / anonymous information (such as how many customers we have or economic statistics). If we are using page insights services provided by Facebook, we are in the position of the joint controller together with Facebook.</p>

Who are recipients of your personal data?

We take the confidentiality of your personal data very seriously and have internal policies in place to ensure that your data is only shared with authorized personnel at our company or a verified third party. Our staff might have access to your personal data on a strictly need-to-know basis typically governed and

limited by function, role and department of the particular employee. Personal data of our clients, employees, business partners or other natural persons are provided to the extent necessary to following categories of recipients:

- our verified and properly mandated processors;
- our professional advisors (e.g. attorneys or auditors);
- payroll and accounting companies;
- providers of standard software and cloud services (e.g. G-Suit provided by Google, Apple, Hubspot, Jira, Confluence)
- providers of statistics and analytical tools (e.g. Google Analytics, Facebook, LinkedIn);
- providers of webhosting services for our websites;
- renters of our premises who secure the physical security of premises;
- providers of graphical, video and photo services, including production and printing of our business cards;
- providers of technical (IT) support of our company;
- Social Insurance Company, Pension Insurance Management Company, Supplementary Pension Insurance Company, Health Insurance Company, Insurance companies;
- Postal couriers and courier services;
- Banks and payment service providers;
- Providers of reservation systems for purchasing boarding passes and accommodation (booking.com, Airbnb.com);
- Providers of social networks (e.g. Facebook, Instagram, LinkedIn, Youtube, Twitter/X);
- Airlines and railways;
- Central Securities Depository;
- European Space Agency;
- Employees of aforementioned entities;
- Our employees, members of the board and contractual co-workers whose are part of our team

We also use sub-contractors to support us in providing services who might process personal data for us. We ensure that selection of our sub-contractors and any processing of personal data by them is compliant with the GDPR in terms of technical and organizational security of processing operations. If we use our own recipients to process personal data (our company's internal staff), your personal data are always processed on the basis of authorizations and instructions that inform our recipients about not only our internal privacy policies but also about their legal responsibility for their violations. If we are requested by the public authorities to provide your personal data, we examine the conditions laid down in the legislation to accept the request and to ensure that if conditions are not met, we do not adhere to the request. In case that you have a question about our current processors, do not hesitate to contact us for further information.

What countries do we transfer your personal data to?

By default, we seek not to transfer your personal data outside the EU and/or European Economic Area where not necessary. However, some of our sub-contractors or the above-mentioned recipients of personal data might be based, or their servers might be located in the United States of America (U.S.). As

such, US is regarded a third party not ensuring adequate level of protection. However, companies certified under the EU-US Privacy Shield mechanism according to the Commission (EU) are regarded as ensuring adequate level of protection. Any transfer of personal data outside the European Economic Area is done by us only under strict compliance with the GDPR. We ensure the third-party recipients are either certified under the EU-US Privacy Shield, concluded EU model clauses with us or follow equivalent safeguards in place.

How long do we store your personal data?

We must not and we do not want to store your personal data for longer than necessary for the given purpose of processing. Due to this legal requirement but also due to technical and financial aspects of data storage we actively delete data where no longer necessary. Retention periods are either provisioned in respective laws or are set out by us in our internal policies. When processing of your personal data is based on consent and you decide to withdraw your consent, we do further not process your personal data for the specific purpose. However, it does not exclude the possibility that we process your personal data on different legal grounds especially due to our legal obligations.

General retention periods for our purposes are as follows:

Purpose	General retention period
Provision of services	During providing of services and validity of data protection agreement included into the Terms of Use.
Personnel and payroll	During the employment contract and in compliance with statutory period for retention (usually 10 years after the termination of the employment contract). Until the consent is revoked or team member´s ended cooperation with Gratitude Co in relation to voluntary publishing of personal data or benefits. Until the consent is revoked, but no longer than 2 years in relation to keeping data about unsuccessful job applicants.
Compliance with other legal obligations	As required to comply with various legal obligations (in Slovakia typically 2-10 years). In relation to personal data contained in invoices, accounting, accounting records, accounting books, lists of accounting books, lists of figures or other symbols and abbreviations used in the accounting, depreciation plan, inventory file, inventory entries, the chart of accounts and other documents needed for accounting and taxes purposes 10 years.
Monitoring mechanisms of employer	4 years.
Establishment, exercise or defence of legal claims (legal agenda)	Based on limitation period according to the law - until the limitation of the legal claim.
Development, improvement and testing of software	Until the end of concerned process.
Fulfilment of contractual obligations and pre-contractual relationships	During the duration of the contractual relationship.

Raising awareness in online environment, direct marketing and PR (marketing purposes)	Until the acceptance of the objection against processing or to withdraw opt-in cookie consent or to sign out from newsletter subscription. Until data subject or us actively delete your message, comment, profile or you request deletion of your data or until data subject ended following us on social sites. We delete private messages on our profile established on social network once a year.
Protection of property and IT security	In general, 1 year or until team member´s with access to our systems and premises ended cooperation with Gratitude Co
Statistical purposes	During the existence of another purposes of processing.

The above retention periods only specify the general periods during which personal data are processed for the specific purposes. However, we proceed to erasure or anonymization of personal data before the expiry of these general periods if we consider the personal data to be unnecessary in view of the above-mentioned processing purposes. Conversely, in some specific situations, we may keep your personal data longer than stated above if it is required by law or our legitimate interest. If you are interested in information about a specific retention period for storing your personal data, please do not hesitate to contact us at privacy@more-gratitude.com

How we collect your personal data?

Generally, we collect your personal data directly from you. In this case provision of personal data is voluntary. You can provide your personal data to us by different means e.g.:

- By registration on our websites;
- Personally (e.g. through job interview, business meeting or negotiation etc.);
- By electronic communication with you e.g. OTT services, phone calls and emails;
- in the process of concluding or negotiating the contract;
- presence on conferences organized by us;
- activity on our profiles on social media;
- completing and submitting a contact form with your comments, queries or questions.

However, we may also obtain your personal information from your employer or from the company in relation to which we process your personal data. This is typically the case when we conclude or negotiate a contractual relationship with the company or its terms. If the collection of personal data relates to a contractual relationship it is often a contractual requirement or a requirement that is required for the conclusion of a contract. Failure to provide personal data (whether yours or your colleagues) may have negative consequences for the company you represent, as this may result in failure to conclude or performance of a contractual relationship. If you are a member of a statutory body of an organization that is a contracting party to us or with whom we are negotiating a contractual relationship, we may obtain your personal data from publicly available sources and registers. In any case we do not systematically process any random personal data obtained to any of the purposes for processing personal data.

What rights do you have?

You have the right to withdraw your consent at any time. You also have a right to object to any direct marketing processing of your personal data including profiling. You have right to object to any processing that is based on legitimate interest including to profiling based on such legitimate interest pursuant to the Article 21 GDPR. You have right to objection to processing on statistics purpose.

In case of exercising the right, we will gladly demonstrate to you how we have evaluated these legitimate interests as compelling over the rights and freedoms of data subjects.

If you exercise your right to object, we will gladly demonstrate to you the way how we evaluated these legitimate interests as overriding the interests, rights and freedoms of the data subjects.

The GDPR lays down general conditions for the exercise of your individual rights. However, their existence does not automatically mean that they will be accepted by us because in a particular case exception may apply. Some rights are linked to specific conditions that do not have to be met in every case. Your request for an enforcing specific right will always be dealt with and examined in terms of legal regulations and applicable exemptions.

Among others, you have:

- Right to request access to your personal data according to Article 15 of the GDPR. This right includes the right to confirm whether we process personal data about you, the right to access to personal data and the right to obtain a copy of the personal data we process about you if it is technically feasible.
- Right to rectification according to Article 16 of the GDPR, if we process incomplete or inaccurate personal data about you.
- Right to erasure of personal data according to Article of the 17 GDPR;
- Right to restriction of processing according to Article 18 GDPR
- Right to data portability according to Article 20 GDPR;
- Right to object against the processing including profiling based on legitimate or public interest according to Article 21 (1) of the GDPR;
- Right to object against processing for direct marketing purposes including profiling according to Article 21 (2) of the GDPR;
- Right to not be subject to the automated individual decision making according to the Article 22 of the GDPR.

If you feel that we are processing incorrect personal data about you given the purpose and circumstances, you can request rectification of incorrect or incomplete personal data using the below supplementary statement (all information is voluntary) and/or our general contact details:

Supplementary statement for rectification of personal data	
Your name and surname:	
Contact:	
Relevant purpose:	Please indicate the purpose of processing of your personal data.
Your relationship to us:	Please explain whether you are our client, user, employee etc.
Nature of your rectification:	Please explain whether you would like to request correction of incorrect or completion of incomplete personal data

Context of your rectification request:	Please explain us why you believe we are processing incorrect or incomplete data
Rectification:	Please express the correction or completion of the particular personal data you are requesting
<p>This supplementary statement for rectification can be send to us at privacy@more-gratitude.com</p>	

You have a right to lodge a complaint related to personal data to the relevant data protection supervisory authority or apply for judicial remedy. Please note that our competent data protection authority is **the Office for Protection of Personal Data of the Slovak Republic**. In any case we advise to primarily consult us with your questions or requests.

Do we process your personal data via automated means which produces legal effects concerning you?

We do not currently conduct processing operations that would lead to the decision which produces legal effects or similarly significantly affects concerning you based solely on automated processing of your personal data in light of Article 22 GDPR.

Do we process your personal data via profiling?

Yes, profiling occurs mainly in the processing of personal data for the purpose of Raising awareness in online environment, direct marketing and PR (marketing purposes), which is closely related to the use of cookies and the operation of our websites and profiles established on social networks (see more below). This processing mainly results in a better understanding of your interest in Gratitude Co and our services, the selection and segmentation of the product portfolio and our marketing communications closer to your actual needs and preferences, which can be manifested mainly by using your personal data to compile various analytical reports, statistics, as well as targeted display of selected content when you use certain social networks or the Internet. You have the right to object to this profiling, which we also inform you about in the general information on your rights (see above) in a separate information box.

External websites

Our website might contain links, SDKs to other websites and / or services of different providers than us (e.g. maps from Google Inc., plugins of social sites). We are not responsible for content and provision of websites or services of different providers than us. This privacy policy does not apply on the processing of personal data during browsing or using websites or services of different providers than us.

What are cookies?

Cookies are small pieces of text sent by your web browser by a website you visit. A cookie file is stored in your web browser and allows the Service or a third-party to recognize you and make your next visit easier and the Service more useful to you. Cookies can be "persistent" or "session" cookies.

How we use cookies?

We use cookies and similar technologies on our website, within the App or generally when providing the Services for the following purposes:

- to enable certain functions of the service including storing your preferences;
- to increase security of website;
- to provide analytics;
- to enable advertisements delivery, including behavioral advertising.

We use both session and persistent cookies on our services, and we use different types of cookies to run the Service: Essential cookies. We may use essential cookies to authenticate users and prevent fraudulent use of user accounts. We will ask you to consent to our use of cookies in accordance with the terms of this policy where such consent is required.

On the website www.more-gratitude.com we use following cookies:

Cookie name	Purpose of the use of cookie	Provider	Expiry	Type
__cfduid	Necessary cookies help make a website usable by enabling basic functions like page navigation and access to secure areas of the website. The website cannot function properly without these cookies. Used by the content network, Cloudflare, to identify trusted web traffic.	Cloudflare	1 year	HTTP
_ga	Statistic cookies help website owners to understand how visitors interact with websites by collecting and reporting information anonymously. Registers a unique ID that is used to generate statistical data on how the visitor uses the website.	Google Analytics	2 years	HTTP
_gat	Used by Google Analytics to throttle request rat	Google Analytics	1 day	HTTP
_gid	Registers a unique ID that is used to generate statistical data on how the visitor uses the website	Google Analytics	1 day	HTTP
collect	Used to send data to Google Analytics about the visitor's device and behavior. Tracks the visitor across devices and marketing channels	Google Analytics	Session	Pixel
NID	Marketing cookies are used to track visitors across websites. The intention is to display ads that are relevant and engaging for the individual user and thereby more valuable for publishers and third-party advertisers. Registers a unique ID that identifies a returning user's device. The ID is used for targeted ads.	Google	6 months	HTTP

When the “cookies” consent is not required?

We think it is useful to clarify the legal regime applicable to cookies under e-Privacy Directive², as amended in 2009, to those who are interested. Article 5(3) of the e-Privacy Directive¹ states: “Member States shall ensure that the storing of information, or the gaining of access to information already stored, in the terminal equipment of a subscriber or user is only allowed on condition that the subscriber or user concerned has given his or her consent, having been provided with clear and comprehensive information, in accordance with Directive 95/46/EC, inter alia, about the purposes of the processing. This shall not prevent any technical storage or access for the sole purpose of carrying out the transmission of a communication over an electronic communications network, or as strictly necessary in order for the provider of an information society service explicitly requested by the subscriber or user to provide the service.”

The fact, that “cookies consent” is generally required is often overlooked by two very important exceptions from this rule. Your consent is not required for: (a) technical storage or access (i.e. session cookies) and most importantly for; (b) provision of information society services. In our case, the Services we provide to you fall within the second category (b) and thus not requiring your consent. When the Services encompass provision and use of your data by our business customers, these business customers are entitled to rely on this exemption and (for example) display you a targeted advertising on their websites without additional consent because it is strictly necessary in order for the provider of an information society service explicitly requested by the subscriber or user to provide the service. Please note, that such conduct is necessary for mutual performance of Services as requested by you and you can always opt-out from direct marketing processing on the basis of your right to object pursuant to the Article 21 of the GDPR. If you object to us, we ensure our business customer are notified about this and on the basis of the Terms of Use, they are obliged to stop such processing immediately.

Third party cookies

In addition to our own cookies, we may also use various third-party’s cookies to report usage statistics of the Service, deliver advertisements on and through the Service, and so on. The third parties’ cookies, which we may use, are namely Google Analytics. Details of the third-party cookies used by us may be found on the webpages of the respective third parties. You can prevent this processing of data from Google Analytics by setting up an Internet browser in which you can install the browser add-on available through the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. Clicking on the link will save an opt-out cookie in your internet browser to prevent future data collection when you visit our website. For more details on the terms of processing of your personal information by Google Inc, you can read the Privacy Policy of Google Analytics, <https://policies.google.com/technologies/partner-sites?hl=en>.

What are your choices regarding cookies?

If you'd like to delete cookies or instruct your web browser to delete or refuse cookies, please visit the help pages of your web browser. Please note, however, that if you delete cookies or refuse to accept them, you might not be able to use all of the features we offer, you may not be able to store your preferences, and some of our pages might not display properly. We will use cookies only for a time of the validity of your consent to our use of cookies.

¹ <https://eur-lex.europa.eu/legal-content/EN/TXT/HTML/?uri=CELEX:02002L0058-20091219&qid=1535366413159&from=EN>

Google Analytics

In addition to our own cookies, we may also use various third-party's cookies to report usage statistics of the service, deliver advertisements on and through the service, and so on. The third parties' cookies, which we may use, are namely Google Analytics. Details of the third-party cookies used by us may be found on the webpages of the respective third parties. You can prevent this processing of data from Google Analytics by setting up an Internet browser in which you can install the browser add-on available through the following link: <https://tools.google.com/dlpage/gaoptout?hl=en>. Clicking on the link will save an opt-out cookie in your internet browser to prevent future data collection when you visit our website. For more details on the terms of processing of your personal information by Google Inc, you can read the Privacy Policy of Google Analytics, <https://policies.google.com/technologies/partner-sites?hl=en>. When using Google Analytics, Gratitude Co does not (directly) process any personal data or other identifiers that can be used to indirectly identify (for example, the IP address) of the individuals concerned. However, this does not mean that your personal data is not processed by Google Inc., a provider of Google Analytics services, and does process personal data on our behalf as an intermediary to the extent and under the terms of this Agreement: <https://privacy.google.com/businesses/processor/terms/>

Social networks

Please read relevant privacy policies to better understand processing of your personal data by providers of social media platforms. We only have a typical admin control over the personal data processed by us via our own company profile. We assume that by using these social media platforms, you understand that your personal data might be processed for other purposes and that your personal data might be transferred to other third countries and third parties by providers of social media platforms.

Facebook and Instagram

Our website may have integrated social media plugins ("plugins") on Facebook Inc., 1601 South California Avenue, Palo Alto, CA 94304, USA ("Facebook"). You can identify them by the Facebook logo on the website. When you visit our website, Facebook will receive information that you have visited a website with your IP address. If you click on the Facebook icon available on our website while you are logged in and / or registered to your Facebook account at the same time, the content of the website will be redirected to your Facebook profile. Subsequently, Facebook can associate your visit to the website with your user account. Data is transferred whether you have a Facebook account or not. Gratitude Co reminds you that when you use our website, it has no influence on the data collected and on the data processing processes. time limits for storing such data. Facebook stores the information about you as user profiles and uses it for its own purposes of advertising, market research and / or customizing its services and tools to registered users. Such a rating is mainly done to inform other Facebook users about your activities on our website. You are entitled to dispute the creation of such user profiles, and you must contact Facebook to object. We recommend that you always sign out when you stop using Facebook, especially to avoid associating your Internet activity with your profile. For more information on the purpose and scope of collecting and processing data through Facebook, please see the Facebook Privacy Statement at the following link: <https://www.facebook.com/policy.php>.

We would also like to inform you that we may use the services provided by Facebook Ireland Limited, which are labeled as " Data file custom audiences", which can be used to combine our processed data with personal data processed in Facebook databases and "measurement and analytics," when Facebook processes personal information on our behalf to measure the performance and impact of our advertising campaigns, and provide us with reports of users who have seen

and responded to our advertising content. Therefore, your personal data may be processed if you interact with our advertising content or our website while using your Facebook user profile. In such cases, we use Facebook as the data processor and the following legal safeguards apply to the processing of your personal data: <https://www.facebook.com/legal/terms/businesstools>, <https://www.facebook.com/legal/terms/dataprocessing>. Facebook is certified in Privacy Shield, for more information please see: <https://www.facebook.com/about/privacysield>

We also may use "Page insights" services provided by Facebook to get statistics about the use of our Facebook profile. In connection with related processing of your personal data, we have, together with Facebook, the status of so-called of the Joint Controller, the essential parts of the Joint Controllers Agreement can be found here: https://www.facebook.com/legal/terms/page_controller_addendum.

In the event that the above-described processing of personal data obstructs you, you may object to it or use the available self-regulatory tools developed for the online marketing sector, available here: <http://www.aboutads.info/choices> and <http://www.youronlinechoices.eu>). These online tools allow you to automatically identify and delete third-party digital identifiers (including those from Facebook) in your browser or device, preventing any processing of your personal data.

LinkedIn

Using this social network is first and foremost important to us for building an awareness of Gratitude Co in the online environment (e.g. by adding PR content) and secondly, to communication with professionals whose we would may be interested to employ them or to start other forms of professional cooperation. Through our LinkedIn account, our recruiters can communicate with our potential business partners or suitable candidates to fill a vacancy. In addition, we can also use the services of LinkedIn Ireland Unlimited Company to support our marketing and PPC (Pay Per Click) campaigns, which are mainly aimed at increasing traffic to our website or dedicated subpages (microsites). We can also use LinkedIn tools to manage our campaigns such as Campaign Manager and personalized internal mail to send our content to build PR and awareness of us and our products, or to inform you of a job vacancy appropriate to your profile. If we use these LinkedIn services, the LinkedIn will act as our processor, and the following legal safeguards apply to the processing of your personal information: <https://legal.linkedin.com/dpa> For more information about the processing of your personal information by a social networking LinkedIn operator for its own purposes, see the following URL link: <https://www.linkedin.com/legal/privacy-policy>.

YouTube

Gratitude Co may uses YouTube to publish its own copyrighted videos. If you subscribe to our channel or choose to comment on our YouTube videos, the following community policies apply to you: <https://www.youtube.com/about/policies/#community-guidelines>. You can find more privacy information here: <https://support.google.com/youtube/answer/2801895?hl=en>

Twitter/X

Gratitude Co also uses Twitter to communicate with the outside world, which is operated by Twitter, Inc., 1355 Market Street, Suite 900, San Francisco, CA 94103

U.S.A. Currently, we do not use any services from this social network controller to process personal data except for the normal user use of our Twitter account. Gratitude has no influence or control on the processing of your personal data by the controller of the social network. To learn more about the processing of your personal data, you can use the link: <https://twitter.com/privacy?lang=en>

How we protect your personal data?

It is our obligation to protect your personal data in an appropriate manner and for this reason we focus on the questions related to protection of personal data. Our company has implemented generally accepted technical and organizational standards to preserve the security of the processed personal data, especially taking into account the risks that are presented by processing, in particular from accidental or unlawful destruction, loss, alteration, unauthorized disclosure of, or access to personal data transmitted, stored or otherwise processed. In situations where special categories of data are processed, we use encryption technologies e.g. during communication with the payment gateway. Your personal data are stored on our secure servers or servers of our web site providers located in data centers in the EU/EAA or in safe certified places in third countries like USA (see "What countries do we transfer your personal data to? "). If third-party analytics tools are used data are stored on third-party servers (see cookies and social networks).

Changes to this privacy policy

We may change this privacy policy from time to time by posting the most current privacy policy and its effective date on our website. In case we change this privacy policy substantially, we may bring such changes to your attention by explicit notice, on our websites or by email.

In Piestany, on 01 January 2024

Gratitude Co, j.s.a.