

Longwood Software, Inc. Privacy Policy

Protecting your privacy is important to us, as is being transparent about how we manage and use any personal information you share on our website, or in your use of RevBase[®] Software as a Service (“RevBase”).

This policy will be continuously assessed against new technologies, business practices and our customers’ needs.

It is important that you read this privacy notice together with any other privacy notice or fair processing notice we may provide on specific occasions when we are collecting or processing personal data about you so that you are fully aware of how and why we are using your data. This privacy notice supplements the other notices and is not intended to override them.

If you have any comments or queries regarding the use of your data, please contact us at customercare@longwoodsoftware.com. You can write to us at our offices at Longwood Software, Inc., 107 Main Street, Maynard, MA 01754

Information We Collect and Store

Through your interaction with and use of the Longwood Software website or use of RevBase, we may collect business relevant personal data, which is information that identifies an individual or relates to an identifiable individual (“Personal Data”). Personal Data may include, but is not limited to, your name, physical address, telephone number, e-mail address, and company affiliation which is generally available on the World Wide Web. We do not collect sensitive or highly Personal Data.

Information You Provide

We ask you to register or login to your account in certain circumstances. As part of the registration process, we collect Personal Data from you in order to provide the service and to validate your access to our application.

Lawful Basis for Processing Personal Data

In processing your Personal Data in connection with the purposes described in this Privacy Policy, we rely on the legal basis of Legitimate Interest. We collect Personal Data that is necessary for managing and promoting our business, maintaining a product supplier to customer business relationship which includes but is not limited to; product information and marketing communication, maintaining data and network security, improving website and product performance and customer experience, and preventing fraud and malicious acts.

Your Consent

By using our Web site or RevBase you consent to our collection and use of your personal information as described in this Privacy Policy. We reserve the right to amend this privacy policy at any time with or without notice.

Anonymous/Non-Personal Data

In general, you can visit Longwood Software on the World Wide Web without telling us who you are or revealing any information about yourself.

Our websites and RevBase collect and store anonymous information about your visit or downloads on an aggregate basis. We may also record the name of your Internet service provider, browser type, and country of origin. We use this information only to measure site activity and to develop ideas for improving our sites and products.

Our desktop and mobile applications collect anonymous information about your use of the application to aid us in planning future improvements. Such information includes technical information about your mobile or desktop device such as the model and software versions as well as information about which features of our applications and services you use and the length of time you use such features. All such data are collected and transmitted anonymously.

We collect this information both directly and via use of third party services such as Google Analytics.

Information Acquired From External Sources

Longwood Software conducts outbound marketing campaigns to reach new customers. The source of the contact information, their Personal Data, comes from webinar and seminar registrations, and publically available sources such as LinkedIn. The processing of personal data for direct marketing purposes is carried out for a legitimate business reasons. Only contacts who respond positively to the marketing content or who explicitly request to subscribe are maintained in the marketing system.

How We Use Personal Data

We may use Personal Data in any of the following ways:

- We may use your Personal Data to process your transactions.
- We analyze collected Information to better understand your needs and interests in order that we may improve our service to you.
- We may combine anonymous information with information you provide to provide a more personal experience on our website or in our products.

- We may use Personal Data to contact you to follow up on service and support requests that you have initiated or to provide services that you request.
- We may contact you from time to time to inform you about changes in our services, including new product and product version announcements.
- We post testimonials on our website and in our marketing material that may contain Personal Data. Prior to posting a testimonial we will obtain your consent to use the testimonial information and your name.
- We host webinars and other events that may be of interest to our community, and we may contact you about such events if we feel they may be of interest to you.

We will not use or disclose Personal Data to third parties except:

- To our authorized Sub-processors as necessary to provide services or products you have requested;
- Any third party who holds your information as agreed to comply with the EU GDPR requirements for handling EU personal data;
- In other ways described in this privacy policy or to which you have otherwise consented;
- In the aggregate with other information in such a way so that your identity cannot reasonably be determined (for example, statistical compilations);
- As required by law, for example, in response to a subpoena or search warrant;
- To outside auditors who have agreed to keep the information confidential;
- As necessary to protect the rights, safety, or property of Longwood Software, its users, or others; this may include (for example) exchanging information with other organizations for fraud protection and/or risk reduction.
- As necessary to enforce the Terms of Service.

Marketing Communication

You will receive product and services information, special offers, and general marketing material as a customer or interested party of Longwood Software's products and services. If you don't want us to send you e-mail or postal mail regarding Longwood Software's our products, services, or special offers, you may unsubscribe at any time. Unsubscribe links to eliminate further email communications are available on all e-mail communication material.

For RevBase Software as a Service administrators, trial users, or seminar/webinar registrants, some material is not subject to Unsubscribe such as communication related to sales transactions, trial requests, software updates, support related information, software patches, fixes or responses to support issues, confirmations for seminars and webinars, disclosures to comply to legal requirements and quality assurance surveys.

Control and Access to Personal Information

You may find out how much personal information we have about you at any time by requesting that information from Longwood Software. You may change any of your personal information at any time or request to be removed from our system by sending an email to customercare@longwoodsoftware.com.

Security of Your Personal Data

Your Personal Data is held on limited access servers by Longwood Software in the United States. We take reasonable steps to protect the Personal Data provided to us from unauthorized access and disclosure.

In the course of using certain of our applications and services, you may provide our applications or services with access to your data (including files and Personal Data), either locally on a device or remotely on servers. Where our applications access your Personal Data, we do so only for the purpose of providing the service. Our applications may store your data locally on your device, for the purpose of improving the performance of the application. Where we do store such Personal Data, it is stored securely.

Revision of Personal Data

Longwood Software retains minimum Personal Data that is reasonable and expected in the management and maintenance of a product supplier to customer relationship. If you have issues revising your Personal Data, send mail to customercare@longwoodsoftware.com and state your need and contact information for help.

Retention and Deletion of Personal Data

Longwood Software will retain your Personal Data for as long as your account is active; as needed to provide you products or services; as stated in the Terms of Use agreement; as needed for the purposes outlined in this policy or at the time of collection; as necessary to comply with our legal

obligations, honor UNSUBSCRIBE requests, resolve disputes, meet financial audit requirements and enforce our agreements; or to the extent permitted by law.

If requested, Longwood Software will delete your Personal Data in a manner designed to ensure that your identity cannot be reconstructed or read. A deletion request may not result in the immediate deletion of your data from our backup files. As our backup files expire, your data will be deleted there as well . If you wish to remove your Personal Data, send an email to customercare@longwoodsoftware.com with “Subject: Remove My Personal Data” and state your need and contact information.

Personal Data Transfer, Processing and Storage

We process and store data about you on servers located in the United States. Your Personal Data may therefore be transferred to, using appropriate security protocols, processed and stored in a country different from your country of residence, and be subject to privacy laws that are different from those in your country of residence. The Personal Data that we store is not highly sensitive and is required to conduct normal and expected business practices. Specifically, Personal Data, as described in this policy, is stored on US-based data servers or in Cloud Storage Services managed by US and International companies. We and all third party companies with which we engage with have committed to complying with the 2018 EU GDPR privacy regulation for EU residents. Based on the Lawful basis definition, as defined by the EU GDPR regulation, Longwood Software’s use and storage of minimal Customer Personal Data, the Legitimate Interests basis is the appropriate legal basis of data storage and use. It is a reasonable and expected use of customer and prospective customer data.

Acquisition or Changes in Ownership

In the event that the web site, products or Longwood Software is acquired, your information would be considered part of those asserts and may be part of those assets that are transferred.

Use of Cookies

Cookies are small text files that are used to identify users as they access information throughout our site. When someone enters our website or uses our software as a service, a cookie is placed on their machine (only if the person accepts cookies) or is read if the person has previously visited our product.

If you choose to disable cookies on your computer browser, you may not be able to fully access all of the products or services found on our site, or use our software as a service.

Third Party Links

Our website and our products may include links third-party websites, plug-ins and applications. We do not share your personal information with those sites. Clicking on those links or enabling those connections may allow third parties to collect or share data about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy notice of every website you visit.

Children

Our website and our software as a service are not intended for children and Longwood Software does not knowingly solicit, collect or accept data relating to children.

Changes to this Privacy Policy

This policy may be changed from time to time and it is up to date as of May, 2018. By using our website, you're agreeing to be bound by this Policy.

Submissions

Longwood Software will treat any remarks, suggestions, requests or ideas communicated to us through our website as non-confidential. Longwood Software will be entitled to use any submissions for any commercial or other purpose whatsoever, without compensation to you or any other person sending the submission.

Terms of Use

Our Terms of Use is subject to this Privacy Policy.

Contacting Us

For questions or concerns about your Personal Data, review, correction, or deletion of your Personal Data you can contact us at customercare@longwoodsoftware.com. Please be sure to include your name, company name, email address, telephone number and your specific question, comment or concern.

By visiting our website and submitting your details to us, or by using our software as a service, you consent to our using your personal data and/or information in accordance with this policy.