

Privacy policy

for users of

HOLOGRAM.TOOLS

<https://hologram.tools> | app.hologram.tools

Status November 2023

1 Name and address of the responsible entity (Hereinafter referred to as "provider")

The controller within the meaning of the General Data Protection Regulation (GDPR) and other national data protection laws of the member states as well as other data protection regulations is

HOLOGRAM.TOOLS

Hologram AG

Bösch 65

CH 6331 Hünenberg

2 General informations on data protection

2.1

We understand that our users' privacy is important to them and that our users are concerned about how their personal information is used and shared online. We respect and value the privacy of everyone who visits our website, which is available at the web addresses listed above, and will only collect and use personal information in the ways described here and in accordance with our obligations and the rights of our users under the law.

This privacy policy applies only to the use of our website, which can be accessed at the web addresses listed above. It may contain links to other third-party websites. We assume no liability for these websites, their data collection, storage or use. In this case, users of our website must independently check the data protection declarations of the respective websites.

2.2 *Scope and processing of personal data*

We therefore only collect and use our users' personal data insofar as this is necessary to provide a functional website and our content and services. The collection and use of our users' personal data only takes place regularly with the user's consent. An exception applies in cases where prior consent cannot be obtained for factual reasons and the processing of the data is permitted by law or the processing is necessary for the performance of a contract to which a user is a party or for the implementation of pre-contractual measures taken at the user's request.

2.3 *Legal basis for the processing of personal data*

Insofar as we obtain the consent of the data subject for the processing of personal data, Article 6(1)(a) of the EU General Data Protection Regulation (GDPR) serves as the legal basis. When processing personal data that is necessary for the performance of a contract to which the data subject is a party, Art. 6 para. 1 lit. b GDPR serves as the legal basis. This also applies to processing operations that are necessary to carry out pre-contractual measures. Insofar as the processing of personal data is necessary to fulfill a legal obligation to which our company is subject, Art. 6 para. 1 lit. c GDPR serves as the legal basis. If the processing is necessary to safeguard a legitimate interest of

our company or a third party and if the interests, fundamental rights and freedoms of the data subject do not outweigh the former interest, Art. 6 para. 1 lit. f GDPR serves as the legal basis for the processing.

2.4 *Data erasure and storage duration*

The personal data of the data subject will be deleted or blocked as soon as the purpose of storage no longer applies. Data may also be stored if this has been provided for by the European or national legislator in EU regulations, laws or other provisions to which the controller is subject. The data will also be blocked or erased if a storage period prescribed by the aforementioned standards expires, unless there is a need for further storage of the data for the conclusion or fulfillment of a contract.

3 Provision of the website, creation of log files and use of the data

3.1 *Description and scope of processing*

Each time our website is accessed, our system automatically collects data and information from the computer system of the accessing computer. Some or all of the following data is collected: -

We may collect the following personal data:

- the users of our website
- recipients of marketing communications and marketing prospects

Registration, contact and company information:

- First and last name
- e-mail addresses
- telephone numbers
- Avatars
- Company name
- Your role in your company

Device data:

- Type and version number of the operating system, manufacturer and model
- Browser type
- Screen resolution
- IP address
- Unique device identifiers

Data about the service:

- the website you visited before accessing the provider's services
- how long you spend on a page or screen
- how you interact with our emails
- navigation paths between pages or screens
- date and time
- pages viewed
- links clicked on

Source data from third parties:

- Profile information collected from social networking websites
- Information that you have viewed or interacted with our content
- Company information
- job titles
- avatars
- e-mail addresses
- phone numbers
- addresses
- Geolocation data

The sources of this third party personal data may include:

- Contact enrichment and lead generation providers; and
- Providers of targeted online advertising

We may collect the following personal data about our customers and end users (where applicable):

Registration and contact information:

- First and last name
- e-mail addresses
- Telephone numbers
- Postal addresses
- Company name
- Your role in your company

Device data:

- Type and version number of the operating system, manufacturer and model
- Browser type and language
- Screen resolution
- IP address
- Unique device identifiers

Data about the service:

- the website you visited before accessing the services
- how long you spent on a page or screen
- navigation paths between pages or screens
- date and time of the session; activity status (including first seen, last seen, last heard - and last contacted)
- pages viewed
- links clicked
- language preferences
- Tags applied in customer accounts
- User IDs assigned by the provider

Source data from third parties

- Profile information collected from social networking sites
- Information that you have viewed or interacted with our content
- Company information
- job titles
- avatars
- e-mail addresses
- telephone numbers
- Approximate geolocation data

The sources of this third party personal data may include:

- Our identity resolution and insight management provider; and
- Our geolocation IP intelligence provider

Service Information

- a list of URLs starting with a referring website, the activities on our website and the website the user leaves.
- personal login details for third party online platforms
- Website links
- Calendar synchronization from the user's mobile device
- Synchronization of the address book from the mobile device
- Details of any feedback the user gives us by phone, email, post or social media
- Information about the services we provide to users
- Date and time of access
- Websites from which the user's system accesses our website
- Websites that are accessed by the user's system via our website

3.1.1 INTERCOM

The data is also stored in the log files of our system. This does not affect the user's IP addresses or other data that allows the data to be assigned to a user. This data is not stored together with other personal data of the user.

3.2 *Legal basis for data processing*

The legal basis for the temporary storage of data and log files is Art 6 Abs 1 lit f DSGVO.

3.3 *Purpose of data processing*

All personal data is processed and stored securely and only for as long as is necessary for the purposes for which it was originally collected. We will comply with our obligations and protect your rights under the GDPR at all times.

The temporary storage of the IP address by the system is necessary to enable the website to be delivered to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

The data is stored in log files to ensure the functionality of the website. We also use the data to optimize the website and to ensure the security of our information technology systems. The data is not analyzed for marketing purposes in this context.

These purposes also constitute our legitimate interest in data processing in accordance with Article 6(1)(f) GDPR.

Furthermore, the data collected is intended to prevent misuse of our services.

3.4 *Use of the data*

The use of our users' personal data always has a lawful basis, either because it is necessary for the performance of a contract, because consent has been given to the use of personal data (e.g. by subscribing to emails) or because it is in our legitimate interest. Specifically, we may use our users' data for the following purposes:

- Providing and managing access to our website
- Personalizing and customizing the experience on our website
- Providing our products and services to the user
- Personalizing and adapting our products and services to the user
- Responding to emails from users
- Providing emails that our users have opted in to receive
- Market research
- Analyzing the use of our website and obtaining feedback so that we can continuously improve our website and user experience
- continuously improve the user experience
- Verifying the identity of our users
- Providing goods and services to our users
- customize our website and its content to the specific preferences of our users
- inform users about changes to our website or services that may affect them
- could affect them
- improve our services

3.5 *Transmission of data*

This personal data is transmitted to the following recipients for the above-mentioned purposes:

List of recipients:

- Hologram AG
- Intercom Inc (Customer Service & Communication)

3.6

With our user's permission and/or where permitted by law, we may use our users' data - including for marketing purposes, which may include contacting our users by email, telephone, SMS and post with information, news and offers about our products and services. However, we will not send our users unsolicited marketing or spam emails and will take all reasonable steps to ensure that we comply fully with the rights - and our obligations under the GDPR - and the Electronic Communications (EC Directive) Regulations 2003.

3.7 *On the possibility of revoking the use of personal data*

The user has the right to revoke his or her consent to the use of personal data by us at any time and to request its deletion.

3.8 *On the possibility of revocation and removal with regard to the provision of the website and storage of data in log files*

The collection of data for the provision of the website and the storage of data in log files is absolutely necessary for the operation of the website. Consequently, the user has no option to object.

3.9

The data is deleted as soon as it is no longer required to achieve the purpose for which it was collected. In the case of the collection of data for the provision of the website, this is the case when the respective session has ended. If the data is stored in log files, this is the case after seven days at the latest. Storage beyond this period is possible. In this case, the IP addresses of the users are deleted or alienated so that it is no longer possible to assign them to the calling client - in this respect, we only store the personal data for as long as we need it to achieve the described purpose and / or only for as long as we have permission (from our user) to store it. Our users' data is stored in the EU. In this regard, we have also taken appropriate measures to protect and secure the data of our users collected via our website.

4 Do we pass on your data?

4.1

In certain circumstances, we may be required by law to disclose certain information in our possession, which may include your personal data, for example, if we are involved in legal proceedings, if we are complying with a legal obligation, a court order or a governmental authority.

4.2

We may sometimes enter into contracts with third parties to provide products and services to you on our behalf. This may include payment processing, delivery of goods, search engine facilities, advertising and marketing. In some cases, the third parties may require access to some or all of your data. Where your data is required for such a purpose, we will take all reasonable steps to ensure that your data is handled securely and in accordance with your rights, our obligations and the third party's legal obligations.

4.3

We may compile statistics about the use of our website, including data about traffic, usage patterns, user numbers, sales and other information. All such data will be anonymized and will not contain any personally identifiable information or anonymized data that can be combined with other data and used to identify you. From time to time, we may share such data with third parties, such as potential investors, affiliates, partners and advertisers. The data will only be shared and used in accordance with the law.

4.4

We may use third party data processors located outside the European Economic Area ("EEA") (the EEA consists of all EU Member States plus Norway, Iceland and Liechtenstein). If we transfer personal data outside the EEA, we will take all reasonable steps to ensure that your data is treated as safely and securely as it is within the EU and in accordance with the GDPR.

5 What happens if our company changes hands?

5.1

We may expand or reduce our business from time to time and this may involve the sale and/or transfer of control of all or part of our business. Any personal data provided to Us by Our users, if relevant to any part of the Provider that is transferred, will be transferred with that part and the new owner or newly controlling party will be entitled under the terms of this Privacy Policy to use that data only for the same purposes for which it was originally collected by Us.

5.2

If our users' data is to be transferred in this way, the provider will not contact the users in advance and inform them of the changes.

6 How can you control your data?

6.1

In addition to the rights under the GDPR set out in section 8 of this Privacy Policy, when submitting personal data via our website, our users may have the ability to restrict our use of their data. In particular, we aim to give our users strong control over our use of their data for direct marketing purposes (including the ability to opt out of receiving emails from us, which our users can do by unsubscribing via the links provided in our emails and when providing their data.

7 Your right to withhold information

Our users can access certain areas of our website without providing any data. However, in order to use all the features and functions available on our website, it may be necessary for our users to provide certain data or to authorize its collection.

8 Use of cookies

8.1 *Description and scope of data processing*

Our website uses certain cookies. Cookies are text files that are stored in the Internet browser or by the Internet browser on the user's computer system. When a user accesses a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again. We use cookies to make our website more user-friendly. Some elements of our website require that the accessing browser can be identified even after a page change. We have carefully selected these cookies and taken measures to ensure that your privacy and personal data are protected and respected at all times.

The following data is stored and transmitted in the cookies

- Language settings
- Items in a shopping cart
- Log-in information

We also use cookies on our website that enable an analysis of the user's surfing behavior. The following data can be transmitted in this way:

- Search terms entered
- Frequency of page views
- Use of website functions
- Aggregate data about site traffic and site interactions in order to provide better site experiences and tools in the future.
- We may also use trusted third-party services that track this information on our behalf.

The user data collected in this way is pseudonymized by technical precautions. It is therefore no longer possible to assign the data to the accessing user. The data is not stored together with other personal data of the user. When accessing our website, the user is informed about the use of cookies for analysis purposes and their consent to the

processing of the personal data used in this context is obtained. In this context, reference is also made to this privacy policy. Your web browser transmits the aforementioned data to us when you access our website.

8.2 The legal basis for the processing of personal data using technically necessary cookies is Art. 6 para 1 lit. f GDPR

The legal basis for the processing of personal data using cookies for analysis purposes is Art. 6 para. 1 lit. a GDPR if the user has given consent to this.

8.3 Purpose of data processing

Unless the cookies are technically necessary, you will be shown a pop-up window in which you will be asked for your consent to set the cookies. However, if you refuse, certain functions of our website may not work fully or as intended.

The purpose of using technically necessary cookies is to simplify the use of websites for users. In this respect, some functions of our website cannot be offered without the use of cookies. For these, it is necessary for the browser to be recognized even after a page change. We require cookies for the following applications:

- Performance and campaign results
- Messenger cookies
- Information on active subscription

The user data collected by technically necessary cookies is not used to create user profiles. Analysis cookies are used for the purpose of improving the quality of our website and its content. Through the analysis cookies, we learn how the website is used and can thus constantly optimize our offer. These purposes also constitute our legitimate interest in the processing of personal data in accordance with Article 6(1)(f) GDPR. Furthermore, the data collected is intended to prevent misuse of our services.

8.4

In addition to the control options provided by us, you can enable or disable cookies in your internet browser. Most internet browsers also allow you to choose whether to disable all cookies or only third party cookies. By default, most internet browsers accept cookies, but this can be changed. Further details can be found in the help menu of your internet browser or in the documentation for your device.

8.5

You can choose to delete cookies from your computer or device at any time. However, you may lose information that allows you to access our website more quickly and efficiently, including, but not limited to, login and personalization settings.

8.6 Transmission of data

This personal data is transmitted to the following recipients for the above-mentioned purposes:

- Hologram AG
- Intercom Inc (Customer Service & Communication)

8.7 Duration of storage, objection and removal options

Cookies are stored on the user's computer and transmitted by it to our website. As a user, you therefore have full control over the use of cookies. You can deactivate or restrict the transmission of cookies by changing the settings in your Internet browser. Cookies that have already been saved can be deleted at any time. This can also be done

automatically. If cookies are deactivated for our website, it may no longer be possible to use all functions of the website to their full extent.

8.8

We recommend that you keep your internet browser and operating system up to date and consult the help and guidance of the developer of your internet browser and the manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

9 Rights of the person concerned

If your personal data is processed, you are a data subject within the meaning of the GDPR and you have the following rights vis-à-vis the controller:

9.1 *Right to information*

You can request confirmation from the controller as to whether personal data concerning you is being processed by us. If such processing is taking place, you can request the following information from the controller free of charge:

1. the purposes for which the personal data are processed
2. the categories of personal data that are processed
3. the recipients or categories of recipients to whom the personal data concerning you have been or will be disclosed
4. the envisaged period for which the personal data concerning you will be stored, or, if specific information on this is not possible, the criteria used to determine that period
5. the existence of a right to rectification or erasure of personal data concerning you, a right to restriction of processing by the controller or a right to object to such processing
6. the existence of a right to lodge a complaint with a supervisory authority
7. all available information about the origin of the data if the personal data is not collected from the data subject
8. the existence of automated decision-making, including profiling, referred to in Article 22(1) and (4) GDPR and, at least in those cases, meaningful information about the logic involved, as well as the significance and envisaged consequences of such processing for the person concerned.

You have the right to request information as to whether the personal data concerning you is transferred to a third country or to an international organization. In this context, you may request to be informed of the appropriate safeguards pursuant to Art. 46 GDPR in connection with the transfer.

9.2 *Right to rectification*

You have a right to rectification and/or completion vis-à-vis the controller if the processed personal data concerning you is incorrect or incomplete. The controller must make the correction without delay.

9.3 *Right to restriction of processing*

You may request the restriction of the processing of your personal data under the following conditions:

1. if you contest the accuracy of the personal data concerning you for a period enabling the controller to verify the accuracy of the personal data
2. the processing is unlawful and you oppose the erasure of the personal data and request the

restriction of their use instead

3. the controller no longer needs the personal data for the purposes of the processing, but they are required by you for the establishment, exercise or defense of legal claims; or
4. if you have objected to processing pursuant to Art. 21 (1) GDPR pending the verification whether the legitimate grounds of the controller override your grounds.

If the processing of personal data concerning you has been restricted, this data - apart from its storage - may only be processed with your consent or for the establishment, exercise or defense of legal claims or for the protection of the rights of another natural or legal person or for reasons of important public interest of the Union or of a Member State.

If the restriction of processing has been restricted in accordance with the above conditions, you will be informed by the controller before the restriction is lifted.

9.4 *Right to deletion*

9.4.1 *Obligation to delete*

You have the right to obtain from the controller the erasure of personal data concerning you without undue delay and the controller shall have the obligation to erase personal data without undue delay where one of the following grounds applies:

1. the personal data concerning you are no longer necessary in relation to the purposes for which they were collected or otherwise processed
2. you revoke your consent on which the processing was based pursuant to Art. 6 para. 1 lit. a or Art. 9 para. 2 lit. a GDPR and there is no other legal basis for the processing
3. you object to the processing pursuant to Art. 21 (1) GDPR and there are no overriding legitimate grounds for the processing, or you object to the processing pursuant to Art. 21 (2) GDPR
4. the personal data concerning you have been processed unlawfully
5. the deletion of personal data concerning you is necessary to fulfill a legal obligation under Union law or the law of the Member States to which the controller is subject
6. the personal data concerning you have been collected in relation to the offer of information society services referred to in Article 8(1) GDPR

9.4.2 *Information to third parties*

Where the controller has made the personal data concerning you public and is obliged pursuant to Art. 17 (1) GDPR to erase the personal data, the controller, taking account of available technology and the cost of implementation, shall take reasonable steps, including technical measures, to inform controllers which are processing the personal data that you as the data subject have requested the erasure by such controllers of any links to, or copy or replication of, those personal data.

9.4.3 *Exceptions*

The right to erasure does not exist if the processing is necessary

1. for exercising the right of freedom of expression and information;

2. for compliance with a legal obligation which requires processing by Union or Member State law to which the controller is subject or for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller
3. for reasons of public interest in the area of public health pursuant to Art. 9 (2) (h) and (i) and Art. 9 (3) GDPR
4. for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes pursuant to Art 89 (1) GDPR in so far as the right referred to in Section 10.4.1 is likely to render impossible or seriously impair the achievement of the objectives of that processing; or
5. for the establishment, exercise or defense of legal claims.

9.5 *Right to information*

If you have asserted the right to rectification, erasure or restriction of processing against the controller, the controller is obliged to notify all recipients to whom the personal data concerning you have been disclosed of this rectification or erasure of the data or restriction of processing, unless this proves impossible or involves a disproportionate effort.

You have the right vis-à-vis the controller to be informed about these recipients.

9.6 *Right to data portability*

You have the right to receive the personal data concerning you, which you have provided to the controller, in a structured, commonly used and machine-readable format. You also have the right to transmit this data to another controller without hindrance from the controller to which the personal data has been provided, where

1. the processing is based on consent pursuant to Art. 6 para. 1 lit. a GDPR or Art. 9 para. 2 lit. a GDPR or on a contract pursuant to Art. 6 para. 1 lit. b GDPR and
2. the processing is carried out by automated means.

In exercising this right, you also have the right to have the personal data concerning you transmitted directly from one controller to another, where technically feasible. The freedoms and rights of other persons must not be affected by this.

The right to data portability does not apply to the processing of personal data necessary for the performance of a task carried out in the public interest or in the exercise of official authority vested in the controller.

9.7 *Right of objection*

You have the right to object, on grounds relating to your particular situation, at any time to processing of personal data concerning you which is based on point (e) or (f) of Article 6(1) GDPR, including profiling based on those provisions.

The controller shall no longer process the personal data concerning you unless the controller demonstrates compelling legitimate grounds for the processing which override your interests, rights and freedoms or for the establishment, exercise or defense of legal claims.

If your personal data is processed for the purpose of direct marketing, you have the right to object at any time to the processing of your personal data for the purpose of such marketing.

If you object to processing for direct marketing purposes, the personal data concerning you will no longer be processed for these purposes.

9.8 *Right to revoke the declaration of consent under data protection law*

You have the right to withdraw your declaration of consent under data protection law at any time. The withdrawal of consent shall not affect the lawfulness of processing based on consent before its withdrawal.

9.9 *Automated decision-making in individual cases including profiling*

You have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning you or similarly significantly affects you. This does not apply if the decision

1. is necessary for the conclusion or performance of a contract between you and the controller
2. is authorized by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard your rights and freedoms and legitimate interests; or
3. with your express consent.

However, these decisions may not be based on special categories of personal data pursuant to Art. 9 (1) GDPR, unless Art. 9 (2) (a) or (g) GDPR applies and appropriate measures have been taken to protect the rights and freedoms and your legitimate interests.

With regard to the cases referred to in (1) and (3), the data controller shall implement suitable measures to safeguard your rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express your point of view and to contest the decision.

9.10 *Right to lodge a complaint with a supervisory authority*

Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with a supervisory authority, in particular in the Member State of your habitual residence, place of work or place of the alleged infringement if you consider that the processing of personal data relating to you infringes the GDPR. The supervisory authority with which the complaint has been lodged shall inform the complainant on the progress and the outcome of the complaint including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

10 Changes to our privacy policy

We may change this Privacy Policy from time to time (e.g. if legislation changes). Any changes will be posted on our website immediately and you will be deemed to have accepted the terms of the Privacy Policy on your first use of our website following the changes. We recommend that you visit this page regularly to stay up to date.