

# Privacy Policy Upxero.com



This document contains information about which personal data Upxero processes about you and why. "The agreement" in this privacy statement refers to the agreement between you and Upxero concerning Upxero's services.

## Company Information – Upxero.com

Company Name: Upxero OÜ  
Address: Ahtri 12  
Postal Code: 10151  
City: Tallinn, Estonia  
Website: [www.upxero.com](http://www.upxero.com)  
Email: [info@upxero.com](mailto:info@upxero.com)  
Registration Number: 16534146  
VAT Number: EE102522936

## Which Personal Data We Process

### Email address, name, phone number, and gender

We use your email address, name, phone number, and gender to communicate with you, for example regarding your request for a service or to answer your questions about our services. This processing is necessary for the performance of the agreement. Therefore, the legal basis for this processing is the performance of the agreement. If you do not provide this data, the agreement cannot be performed.

We also use your email address, name, phone number, and gender to send you newsletters and other marketing material or to contact you by phone. The legal basis for this processing is your consent. If you do not give consent or withdraw your consent, your data will no longer be used for these purposes.

#### Address

We need your address to send you an invoice. This processing is necessary for the performance of the agreement. Providing this information is a condition for entering into the agreement.

#### Bank Account Number

Your bank account number is processed for invoicing purposes. Providing this information is also a condition for entering into the agreement.

### Retention of Personal Data

Your personal data will be deleted after the agreement between you and Upxero has ended, unless we are legally obliged to retain your data for a longer period.

### Data Security

We use SSL certificates for our website and those of our clients.

We use a dedicated security plug-in on all websites to protect against hacking.

### Withdrawing Consent

If Upxero processes your personal data based on your consent, you have the right to withdraw your consent at any time. Withdrawal of consent does not affect the lawfulness of processing based on consent before its withdrawal. You can withdraw your consent for mailings by clicking the unsubscribe link in the email. You can withdraw other consents by contacting us at [info@upxero.com](mailto:info@upxero.com).

### Your Rights

You may request access to your personal data processed by Upxero at any time and free of charge. You may also request correction, completion, deletion, or restriction of the processing of your personal data, to the extent that this does not conflict with any legal (retention) obligations. Additionally, you have the right to request the transfer of your personal data to a third party and to object to receiving information from Upxero. Finally, you have the right to file a complaint with a supervisory authority.

### To Which Categories of Recipients Does Upxero Disclose Your Personal Data?

Upxero discloses your personal data to third parties when this is necessary for the performance of the agreement or to comply with a legal obligation. We sign data processing agreements with third parties that process personal data on our behalf to ensure data security and confidentiality. Upxero remains responsible for these processing activities. We also disclose personal data to third parties based on your consent.

Upxero may disclose your data to the following parties:

- **Email marketing tools**

Your name, email address, and gender are entered into these tools to communicate with you as part of the agreement and to send marketing materials. Communication is based on performance of the agreement, marketing on your consent.

- **Facebook**

We may input your name, phone number, and email address in Facebook to promote your business. This is done based on your consent.

- **Scheduling tool**

We enter your name, phone number, and email address into our planning tool to track which lead is in which phase. The legal basis is Upxero's legitimate interest in efficient planning.

- **Chat tool**

Our website features a chat tool that allows you to leave your name and email if we're not available. We use this data to contact you later.

- **The Cloud**

We store our files in the cloud. All personal data mentioned in this document may be included. The legal basis is Upxero's legitimate interest in secure document storage.

- **Hosting provider**

Our clients' websites and mailboxes are hosted by an external hosting provider. All personal data mentioned here may be processed. The legal basis is Upxero's legitimate interest in efficient business operations.

- **Payment Service Provider**

We work with a payment service provider, both for ourselves and our clients with webshops. Upxero provides the IBAN to the payment provider to facilitate payments. The legal basis is Upxero's legitimate interest in efficient payment processing.

- **Online email program**

We use an online email platform. All personal data mentioned in this document may be processed via this platform. The legal basis is Upxero's legitimate interest in using suitable email software.

- **Accountant**

Upxero provides the above-mentioned data to our accountant only as necessary for proper bookkeeping. The legal basis is Upxero's legitimate interest in proper administration.

## **Transfer of Personal Data to Third Countries**

Upxero may transfer your data to companies located in the United States. We will only transfer your data to U.S.-based companies that are certified under the Privacy Shield framework.

## **Cookies**

Upxero uses cookies, including tracking cookies. For more information about our cookie usage, please refer to our cookie policy on our website.

## **More Information**

For more information about how these third parties process your personal data, please consult their privacy statements:

- Facebook: <https://www.facebook.com/privacy/explanation>

- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- Google Analytics: <https://policies.google.com/privacy>

**Contact**

If you have any questions about this privacy statement, please contact us at:  
info@upxero.com