

CARTA|GENUM

Privacy Policy

This Privacy Policy describes how Carta Genum Analytics s.r.o. ("Carta Genum Analytics," "we," or "us") collects, uses, and protects personal data obtained through our website and in connection with our Services. This Policy applies to all individuals whose personal data we process. Unless otherwise defined in this Privacy Policy, capitalized terms have the meaning as set forth in our Terms of Service.

1. Data Controller

Carta Genum Analytics s.r.o., with registered offices at Korunní 2569/108, 101 00 Prague - Vinohrady, Czech Republic, is the data controller responsible for the processing of your personal data.

2. Personal Data We Process

We may collect and process the following categories of personal data:

- 2.1. **Contact and Identification Data:** name, email address, organization, role, phone number.
- 2.2. **Usage Data:** IP address, browser type, time zone, location, and interactions with our website.
- 2.3. **Communication Data:** contents of emails, messages, forms, or other correspondence.
- 2.4. **Customer Account and Transaction Data:** invoice information, billing data, purchase history.
- 2.5. **Technical Data:** cookies and similar technologies used for site functionality and analytics.
- 2.6. **Job Applications:** data provided in connection with a job application such as CVs, cover letters, education and employment history.

3. Legal Bases and Purposes of Processing

We process personal data only where we have a legal basis to do so. This may include:

- 3.1. **Contractual Necessity:** to provide the Services, manage client accounts, and respond to inquiries.
- 3.2. **Legal Obligations:** compliance with applicable laws and regulations.
- 3.3. **Legitimate Interest:** to improve our Services, secure our systems, send updates to existing customers, or evaluate job applications.
- 3.4. **Consent:** for newsletters, marketing emails, and cookie tracking where legally required.

4. How We Use Personal Data

We use your personal data to:

- Provide, maintain, and improve our Services
- Respond to inquiries and provide customer support
- Send relevant communications, including updates and invitations
- Process payments and manage billing
- Analyze usage to improve our website and services
- Assess job applications

5. Sharing of Personal Data

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We may share your data:

- With subcontractors or service providers who support our operations (e.g., IT, hosting, analytics, invoicing), under confidentiality obligations
- With legal authorities when required by law
- Within our company and affiliates as necessary to fulfill the purposes outlined

6. Data Transfers

Where personal data is transferred outside the EU/EEA, we will ensure appropriate safeguards are in place, such as Standard Contractual Clauses or other lawful mechanisms.

7. Data Retention

We retain personal data only as long as necessary for the purposes for which it was collected, or as required by applicable law.

8. Your Rights

You have the following rights regarding your personal data:

- Right to access
- Right to rectification
- Right to erasure
- Right to restrict processing
- Right to data portability
- Right to object
- Right to withdraw consent (where applicable)
- Right to lodge a complaint with a supervisory authority

You can exercise your rights by contacting us at: privacy@cartagenum.com

9. Security Measures

We implement appropriate technical and organizational measures to protect personal data from unauthorized access, disclosure, alteration, or destruction. Access is restricted to authorized personnel only.

10. Use of Cookies

Our website uses cookies for basic functionality, preferences, and analytics. You can manage cookie preferences via your browser settings.

11. Updates to this Policy

We may revise this Privacy Policy from time to time. Any changes will be posted on our website with an updated effective date. We encourage you to review this Policy periodically.

12. Contact

If you have any questions about this Privacy Policy or our data practices, please contact us at: info@cartagenum.com

Carta Genum Analytics – Privacy Policy | Effective as of May 5, 2025

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