

Privacy Policy

Inck! is committed to protecting your privacy and developing technology that gives you the most powerful and safe online experience. This Privacy Statement applies to the Inck! website and governs data collection and usage. By using the Inck! website, you consent to the data practices described in this statement.

Collection of your Personal Information

Inck! collects personally identifiable information, such as your email address and name. Inck! also collects anonymous demographic information, which is not unique to you.

There is also information about your computer hardware and software that is automatically collected by Inck!. This information can include: your IP address, browser type, domain names, access times and referring website addresses. This information is used by Inck! for the operation of the service, to maintain quality of the service, and to provide general statistics regarding use of the Inck! website.

Inck! encourages you to review the privacy statements of websites you choose to link to from Inck! so that you can understand how those websites collect, use and share your information. Inck! is not responsible for the privacy statements or other content on websites outside of Inck! and the Inck! family of websites.

How we collect your Personal Information

Inck! may collect your personal information in several ways, including:

- when you fill out forms, register your details, or otherwise provide your information directly to Inck! through the Inck! Website
- when you download or use any Inck! software applications or services;
- when you visit and browse the Inck! website;
- when you contact Inck! by email or other correspondence;
- when you request or receive any support services from Inck!;
- when you interact with the Inck! social media pages;
- when you make a complaint or provide other feedback to Inck!;
- from publicly available sources of information; and
- from our trusted partners where they are authorised or permitted to share your personal information with Inck!.

Use of your Personal Information

Inck! collects and uses your personal information to operate the Inck! website and deliver the services you have requested. Inck! also uses your personally identifiable information to inform you of other products or services available from Inck! and its affiliates in accordance with your communication preferences. Inck! may also use your personal information to contact you via surveys to conduct research about your opinion of current services or of potential new services that may be offered.

Inck! does not sell, rent or lease its customer lists to third parties. Inck! may, from time to time, contact you on behalf of external business partners about a particular offering that may be of interest to you, in accordance with your communication preferences. In those cases, your unique personally identifiable information (email, name) is not transferred to the third party. In addition, Inck! may share data with trusted partners to help us perform statistical analysis, send you email or postal mail (in accordance with applicable laws), provide customer support, or arrange for deliveries. All such third parties are prohibited from using your personal information except to provide these services to Inck!, and they are required to maintain the confidentiality of your information.

Inck! keeps track of the website and pages our customers visit within Inck!, in order to determine what Inck! products are the most popular. This data is used to deliver customised content and advertising within Inck! to customers whose behaviour indicates that they are interested in a particular subject area.

Inck! websites may also disclose your personal information, without notice to you, if required to do so by law or in the good faith belief that such action is necessary to: (a) conform to the edicts of the law or comply with legal process served on Inck! or the site; (b) protect and defend the rights or property of Inck!; and, (c) act under exigent circumstances to protect the personal safety of users of Inck!, or the public.

Use of Cookies

The Inck! website uses “cookies” to help you personalise your online experience. A cookie is a text file that is placed on your hard disk by a web page server. Cookies cannot be used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you and can only be read by a web server in the domain that issued the cookie to you.

One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the web server that you have returned to a specific page. For example, if you personalise Inck! pages, or register with the Inck! site or services, a cookie helps Inck! to recall your specific information on subsequent visits. This simplifies the process of recording your personal information, such as billing addresses, shipping addresses, and so on. When you return to the same Inck! website, the information you previously provided can be retrieved, so you can easily use the Inck! features that you customised.

You can accept or decline cookies. Most web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Inck! products or website you visit.

Usage Tracking

We use Google Analytics in order to better understand our users' needs and to optimize this service and experience. Google Analytics is a technology service that helps us better understand our users experience (e.g. how much time they spend on

which pages, which links they choose to click, what users do and don't like, etc.) and this enables us to build and maintain our service with user feedback. Google Analytics uses cookies and other technologies to collect data on our users' behaviour and their devices (in particular device's IP address (captured and stored only in anonymized form), device screen size, device type (unique device identifiers), browser information, geographic location (country only), preferred language used to display our website). Neither Google Analytics nor we will ever use this information to identify individual users or to match it with further data on an individual user.

Security of your Personal Information

Inck! secures your personal information from unauthorised access, use or disclosure. Inck! secures the personally identifiable information you provide on computer servers in a controlled, secure environment, protected from unauthorised access, use or disclosure. These computer servers may be provided by our third-party service providers and may be located in countries with appropriate safeguards. When personal information (such as a credit card number) is transmitted to another website, it is protected using encryption, such as the Secure Socket Layer (SSL) protocol.

Inck! will retain your personal information for as long as the information is needed for any purpose for which it may be used or disclosed by us, or to comply with any data retention obligations at law. After this time, Inck! will either destroy or de-identify your personal information. If you are in the EU, you may have the right to request the deletion of your personal information (see "Managing your Personal Information" below).

Changes to this Statement

Inck! will occasionally update this Privacy Statement to reflect company and customer feedback. Inck! encourages you to periodically review this Statement to be informed of how Inck! is protecting your information.

Managing your Personal Information

You may seek access to personal information which we hold about you by contacting us using the contact details at the end of this Privacy Statement. We will provide access to your personal information in accordance with applicable law, subject to any exemptions which might apply. Before providing you with access, we may require that you provide suitable identification for the purpose of verifying your identity. Where permitted by law we may charge an administration fee for granting access to your personal information.

We take reasonable steps to ensure that the personal information we collect is accurate and up to date. If you become aware that any personal information we hold about you is incorrect, or if you wish to update your information, please contact us using the contact details at the end of this Privacy Statement.

If you are in the European Union, you may also have the right to (subject to applicable law):

- obtain certain information about our processing activities involving your personal information;
- request that your personal information be erased;
- object to, or restrict, the processing of your personal information;
- receive your personal information in a structured, commonly used and machine-readable format;
- transmit your personal information to another entity;
- object to any processing of your personal information for direct marketing purposes; and
- object to any decision based solely on automated processing of your personal information.

Contact Information

Inck! welcomes your comments regarding this Privacy Statement. If you believe that Inck! has not adhered to this Statement, please contact Inck! via dorian.herle@epfl.ch. We will use commercially reasonable efforts to promptly determine and remedy the problem.