



Privacy Policy - Worldwide

This privacy policy (the “Privacy Policy”) is offered by Showpad NV, a limited liability company incorporated under the laws of Belgium, having its seat at Moutstraat 62, 9000 Ghent, Belgium, with company and VAT number (BE)0836.159.992, and with email address info@showpad.com (hereinafter “Showpad”, “us”, “we”, “our”, or any similar expression).

Showpad provides this Privacy Policy to inform you of our policies and procedures regarding the collection, use and disclosure of personal data we receive from: i) users of the www.showpad.com website or by use of the services via your personal Showpad domain (collectively the “Site”) and the application(s) connected to the Site (“App”), ii) interactions with you through certain sales and/or marketing interactions, as well as related tools (“Interactions”).

This Privacy Policy applies to information that you provide to us through the Site, the App and the Interactions.

Our Privacy Policy may be updated from time to time, and we will notify you of any material changes by posting the new Privacy Policy on the Site at <http://www.showpad.com/privacy-policy>

This Privacy Policy should further be read together with the other applicable contractual documentation, such as the Order Form (as defined in the Terms of Service), Terms of Service, Pricing Terms and Conditions, and the Cookie Policy. These documents constitute the entire and exclusive agreement (hereinafter collectively referred to as the “Agreement”) between Showpad and you regarding the subject matter thereof, and these supersede and replace any prior agreements between Showpad and you regarding the Site, App, Content, Services and Files (as those concepts are defined in the Terms of Service), and the use thereof (including pricing).

1. Information Collection: The Personal Data We Collect

In the course of using the Site and/or App, and through the Interactions, you provide us with such information relating to you as being a natural person (“Data Subject”) which is or can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to you.

Specifically, for the Site and App, this includes: i) your contact information (home and/or business), such as you name, address, email address, phone number, ii) billing information, iii) your use of, and activities at, the Site and/or App such as IP address, Site and/or App preferences and interests, browser type, the (web) page you were visiting before you came to the Site, information you search for on the Site. This Information may be collected automatically by connecting your device to, or interacting with, the Site and/or the App (“Personal Data”).

Additionally, in respect of the Interactions, this includes recordings (sound and/or video) of the conversation(s), demo(s) and/or presentations being the subject matter of that Interaction (“Recordings”). You represent that you are entitled to give consent to this Privacy Policy on behalf of the other participants on your side of the Interaction.

2. How We Use Personal Information / Recordings

Personal Data is or may be used for the following purposes: (i) to provide and improve the Site, App, Content, Services (as those concepts are defined in the Terms of Service) and other services, features and content offered by Showpad, (ii) to administer your use of the Site, (iii) to enable you to enjoy and easily navigate the Site, (iv) to better understand your needs and interests, (v) to fulfill requests you may make, (vi) to personalize your experience, (vii) to provide or offer software updates and product announcements, and (viii) to provide you with further information and offers from us that we believe you may find useful or interesting, including newsletters, marketing or promotional materials and other information on services and products offered by us or third parties. If you decide at any time that you no longer wish to receive any such communications, please follow the “unsubscribe” instructions provided in any of the communications sent to you, or update your “account settings” information (see section 6, “Changing or Deleting Information”, below).

We use information we obtain by technical means (such as the automatic recording performed by our servers or through the use of cookies) for the above purposes and in order to monitor and analyze use of the Site, the App and our services, for the Site’s and the App’s technical administration, to increase the Site’s and the App’s functionality and user-friendliness, to better tailor it to your needs, to generate and derive useful data and



information concerning the interests, characteristics and use behavior of our users, and to verify that visitors to the Site and the App meet the criteria required to process their requests.

In respect of the Recordings, these shall only be used: i) Internally at Showpad for training and coaching purposes of Showpad collaborators, and ii) to share such Recordings with the participants of the Recording.

Showpad does not share, sell, rent, or trade personal data with third parties for their promotional purposes. Showpad may share information collected with other companies that work on Showpad's behalf.

3. Information Sharing and Disclosure

3.1 Showpad Users

We will display your Personal Data in your account page and elsewhere on the Site and the App according to the preferences you set in your account.

3.2 Service Providers, Business Partners and Others

We may employ third party companies and individuals to facilitate our service, to provide the service on our behalf, to perform Site-related services (including but not limited to data storage, maintenance services, database management, web analytics, payment processing, and improvement of the Site's features) or to assist us in analyzing how the Site and service are used. These third parties have access to your Personal Data only for purposes of performing these tasks on our behalf.

3.3 Compliance with Laws and Law Enforcement Requests; Protection of Showpad's Rights

We may disclose to parties outside Showpad files stored in your Showpad Account and information about you that we collect when we have a good faith belief that disclosure is reasonably necessary to (a) comply with a law, regulation or compulsory legal request; (b) protect the safety of any person from death or serious bodily injury; (c) prevent fraud or abuse of Showpad or its users; or (d) to protect Showpad's property rights. If we provide your Showpad files to a law enforcement agency as set forth above, we will remove Showpad's encryption from the files before providing them to law enforcement. However, Showpad will not be able to decrypt any files that you encrypted prior to storing them on Showpad.

3.4 Business Transfers

Showpad may sell, transfer or otherwise share some or all of its assets, which may include your Personal Data, in connection with a merger, acquisition, reorganization or sale of assets of Showpad or parts of it, or in the event of bankruptcy.

4. Customer Data

Customers of Showpad may electronically submit data or information to the company's services ("Customer Data"). Showpad will not review, share, distribute, or reference any such Customer Data. Showpad may access Customer Data only for the purposes of providing the services, preventing or addressing service or technical problems, at a Customer's request in connection with customer support matters, or as may be required by law.

5. Cookies

Like many websites, we may also use "cookies" to collect information. A cookie is a small data file that we transfer to your computer's hard disk for record-keeping purposes. For further information on the use of cookies, please see our Cookie Policy.

6. Changing or Deleting Your Information

You may review, update, correct or delete i) the Personal Data provided in your registration or account profile by changing your "account settings" ii) the Recordings.

7. Showcase

This section is only applicable in case Showpad or a Showpad customer has shared a Showcase with you. A Showcase is a specific selection of content that is shared with you on a website. In order for Showpad to provide services to its customers, certain data is collected by us. Below we explain why we collect this data and we let you know which data we collect.

Accessing and leaving the Showcase website

A Showcase URL is typically shared with you via email, hence we receive your email address from our client, to provide you with access to the website. We also log whether you open the Showcase email and click the Showcase link, and if you have done so, when you leave the Showcase page again. When you find the Showcase content interesting and wish to share with others, we offer you the possibility to do so by simply clicking "Share This" on the landing page. We will then register the email address entered.

Measuring the attractiveness of the shared content



We log which files and/or content are opened by you or clicked on, which pieces of the content are being viewed and the view time per content piece. We also log whether content has been downloaded. Your data will not be shared with other parties, except of course for the Showpad customer who established the Showcase website, in order for this customer to offer you the best possible service.

8. Security

Showpad is very concerned with safeguarding your Personal Data. We employ reasonable measures designed to protect this information from unauthorized access.

9. Our Policy Toward Children

The Site and the App is not directed to children under 18 years of age. We do not knowingly collect personal data from children under 13. If a parent or guardian becomes aware that his or her child has provided us with Personal Data without their consent, he or she should contact us at privacy@showpad.com. If we become aware that a child under 13 has provided us with Personal Data, we will delete such information from our files.

10. Contacting Us

If you have any questions about this Privacy Policy, please contact us at privacy@showpad.com.

