

Privacy Policy

Privacy Notice of Yellow | Soft Skills for Tech

This Privacy Notice is effective as of September 20, 2018.

At Yellow | Soft Skills for Tech, we recognize the importance of protecting your personal information and are committed to processing it responsibly and in compliance with applicable data protection laws in all countries in which we operate.

In the normal course of its business activities, Yellow uses, and sometimes shares, personal information of various individuals and organizations in order to run its day-to-day operations. This Privacy Notice describes Yellow's general privacy practices that apply to such personal information collection and use.

TYPES OF PERSONAL INFORMATION WE COLLECT

In describing our collection, use, and sharing of information in this Notice, we refer to our collection and use of "Personal Information." "Personal Information," as used in this Notice, is any information related to an identified or identifiable natural person. Examples of Personal Information include first and last name, mailing address, email address, billing information, IP address, other online contact information, or telephone number.

HOW WE COLLECT YOUR PERSONAL INFORMATION

We collect Personal Information in three ways:

1. We collect information you provide to us in optional, voluntary submissions, such as in registration forms, user profiles, surveys, software and mobile applications downloads.
2. We may collect some Personal Information automatically. This is described below in "Passive Data Collection."
3. We may also obtain information, including Personal Information, from third party sources. If we directly combine information from third parties with Personal Information that we have collected, we will treat the combined information as Personal Information and handle it in accordance with this Notice. In addition, please note that we may solicit third parties to collect Personal Information on our behalf such as social media platform providers and in such cases we instruct

those third parties to comply with this Notice and all applicable data protection laws.

Passive Data Collection

Location-Based Services

We may collect and use precise location data, including the real-time location of your mobile or fixed location device.

Analytics Tools

We use analytics tools and other third party technologies, such as Google Analytics to collect non-personal information in the form of various usage and user metrics when you use the Yellow website. These tools and technologies collect and analyze certain types of information, including cookies, IP addresses, device and software identifiers, referring and exit URLs, onsite behavior and usage information, feature use metrics and statistics, usage and purchase history, MAC Address, mobile unique device ID, and other similar information.

The third party analytics companies who collect information on our Sites and/or Services and other online products and/or services may combine the information collected with other information they have independently collected from other websites and/or other online or mobile products and services relating to your activities across their network of websites as well as online and/or mobile products and services. Many of these companies collect and use information under their own privacy policies.

Cookies

We may use a variety of methods, including "cookies" to collect information.

What is a cookie?

Cookies are text files containing small amounts of information which are downloaded to your device when you visit a website. Cookies are then sent back to the originating website on each subsequent visit, or to another website that recognizes that cookie. Cookies are useful because they allow a website to recognize a user's device. You can find more information about cookies at:

<http://www.allaboutcookies.org>.

Cookies do lots of different jobs, like letting you navigate between pages efficiently, remembering your preferences, and generally improve the user experience. They

can also help to ensure that advertisements you see online are more relevant to you and your interests.

Performance Cookies

Yellow collects cookies on our website to capture information about page visits (e.g. "performance cookies.") This information is anonymous and Yellow uses this information only internally to deliver the most effective content to our visitors. Information from the cookie is used to gauge page popularity, analyze traffic patterns on our website and guide development of other improvements to our website.

Targeting, Performance, and Functionality Cookies

In our email programs, like Mailchimp, Yellow may employ some tracking methods (e.g. "targeting, performance, and functionality cookies"). We track who opens our e-mail messages and when you open our e-mail messages; and we track "clicks" via encoded URLs-meaning we track whether you click on the links contained in our e-mail messages. This information is used internally only to help us deliver relevant messaging, and is not shared with any third parties.

Functionality and Necessary Cookies

Yellow does not require that you accept cookies and you may withdraw your consent to our use of cookies at any time by adjusting your browser's privacy settings.

Opting Out of Cookies

By using the website, you consent to the placement of the cookies referenced above. You can, however, set your browser to notify you when you receive a cookie, giving you the chance to decide whether or not to accept it. You may also change your cookie settings through preference options in our website, where applicable.

HOW WE USE YOUR PERSONAL INFORMATION

We only use your data as expressly set forth in this Notice. If a need arises to use your data for a secondary purpose, we will provide you prior notice of such use.

Communication and Responding to Requests

We use your information, including Personal Information to provide you with customer support, process transactions, respond to users' requests, send

newsletters and updates, send special offers and advertisements, seek your opinions and feedback.

Optimization

We use your information, including Personal Information, behavioral metrics, and other non-personally identifiable information to operate, provide, improve, and maintain our website, to develop new products and services and for other administrative and internal business purposes.

More specifically, our website may use interfaces with social media sites such as Facebook, LinkedIn, Twitter and others. If you choose to "like" or share information from our sites through these services, you should review the privacy notice of that service. If you are a member of a social media site, the interfaces may allow the social media site to connect your site visit to your personally identifiable information resulting in the public display of the same.

Legal basis for processing personal information (EEA visitors only)

We will normally collect personal information from you only where we have your consent to do so, where we need the personal information to perform a contract with you, or where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms.

If you have questions about or need further information concerning the legal basis on which we collect and use your personal information, please contact us at info@yellow-training.com.

HOW WE SECURE YOUR PERSONAL INFORMATION

Yellow uses a variety of security technologies and procedures to help protect your personal data from unauthorized access, use or disclosure. While we implement safeguards designed to protect your information, no security system is impenetrable and due to the inherent nature of the internet, we cannot guarantee that data, during transmission through the internet or while stored on our systems or otherwise in our care, is absolutely safe from intrusion by others.

HOW LONG WE RETAIN YOUR PERSONAL INFORMATION

We retain personal information we collect from you where we have an ongoing legitimate business need to do so (for example, to provide you with a service you have requested or to comply with applicable legal, tax or accounting requirements).

When we have no ongoing legitimate business need to process your personal information, we will either delete or anonymize it or, if this is not possible (for example, because your personal information has been stored in backup archives), then we will securely store your personal information and isolate it from any further processing until deletion is possible.

If you are an EU resident, you have the following data protection rights:

- You may access, correct, update or request deletion of your personal information.
- You can object to processing of your personal information, ask us to restrict processing of your personal information or request portability of your personal information.
- You have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the “unsubscribe” or “opt-out” link in the marketing e-mails we send you.
- Similarly, if we have collected and processed your personal information with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of any processing we conducted prior to your withdrawal, nor will it affect processing of your personal information conducted in reliance on lawful processing grounds other than consent.
- You have the right to complain to a data protection authority about our collection and use of your personal information. For more information, please contact your local data protection authority.
- You can exercise your rights by contacting us on info@yellow-training.com

We respond to all requests we receive from individuals wishing to exercise their data protection rights in accordance with applicable data protection laws.

CHANGES TO NOTICE

Please note that this Privacy Notice may change from time to time. If there are material changes to this Privacy Notice or in how we use your personal information, we will post a notice on our home page that this Privacy Notice has changed. You are also encouraged to periodically review this Privacy Notice to stay informed on how we are protecting your personal information.