We may update this Notice from time to time in response to changing legal, technical, or business developments. If we have collected and processed your personal information with your consent and it is protected by EEA law, then you can withdraw your consent to our processing of your personal information, where we have collected and processed it for a specific purpose. This enables you to ask us to suspend the processing of personal information.

Restrict. Restrict processing of your personal information. This enables you to ask us to suspend the processing of personal information.

Data retention

The appropriate retention period for personal information is determined with consideration of the nature of the personal information and the purpose for which it was collected, taking into account the contractual obligations we have with you and any legal or regulatory requirements. After this period, we will dispose of or delete your personal information. We may retain anonymized data for research and statistical purposes.

The Website does not use cookies to store personal information about you. However, you can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our Website may not function properly.

Cookies and other technologies. We may use cookies and other information-gathering technologies to learn more about how you interact with our Website and the Services. You can set your browser to refuse all or some browser cookies, or to alert you when websites set or access cookies. If you disable or refuse cookies, please note that some parts of our Website may not function properly.

We may collect, use, store and transfer different kinds of personal information about which we have grouped together as follows:

- **Contact Data** such as your email address, business address, location, telephone numbers;
- **Identity Data** such as your name, gender, date of birth, marital status;
- **Profile Data** such as your interests and preferences, user name, password, security question and answer;
- **Usage Data** such as information about how you use our Website or the Services;
- **Device Data** such as IP address, browser type and version, time zone, software bugs, and the storage space used on your device;
- **Behavioral Data** such as data collected from cookies and similar technologies,

We may use your personal information:

- To establish, manage, and fulfill our contract with you or your organization (for example, to create your account, to provide you with a Service, and to provide you with Service-related communications, including important business communications, such as security updates or service announcements);
- To provide, maintain and improve our Website, Services, and our business (for example, to respond to your inquiries, to operate and monitor our Website, Services, and systems, to assess the effectiveness of our marketing and communications strategies, to conduct research and analysis, to develop new products and services, to create aggregated data, and to process and monitor payment transactions);
- To facilitate the provision of feedback or support (for example, to provide you with information about your account, to respond to your questions, to assist you in creating and maintaining your account, to provide you with purchased or subscribed products or services, and to facilitate and maintain your access to the Services);
- To communicate with you about important matters, such as changes to our terms, conditions, and policies, security updates, and service announcements and notices related to the Website or our Services (for example, to send you technical notices, service updates, administrative messages, product updates, and other communications related to your account, the Website, or the Services);
- To conduct market research, consumer surveys, and satisfaction studies; and
- To send you information which we think you may find interesting (such as details about our products and services, new offers, and promotions) where you have consented to receive such information.

We may also use your personal information in any way that is necessary to protect, investigate and deter against fraudulent, harmful, unethical or illegal activity.

We disclose personal information to the following categories of recipients:

- To third parties to complete a transaction or provide services to you (for example, to payment processors of credit card transactions, banking institutions, and consumer reporting agencies); and
- To professional advisors, such as lawyers, auditors and accountants;
- To service providers and vendors who perform functions on our behalf (for example, to collect payments, to provide advertising and analytics, and to provide hosting and infrastructure services);
- To consolidated entities of MaestroQA, if we merge or sell or purchase any business or assets of MaestroQA; or
- To enforcement agencies, regulatory or governmental bodies, or other third parties in order to: respond to legal process; comply with subpoenas, court orders, and other official requests; prevent or investigate fraud, abuse, or other unauthorized activity; comply with our legal obligations; resolve disputes; and otherwise enforce our terms, conditions, and policies.

We may share personal information with the following types of recipients:

- Permitted Users (individuals who have been given access to a Subscriber’s account by a Subscriber) who have been provided with written notice of the sharing of personal information and given an opportunity to opt-out or object to such sharing;
- MaestroQA employees and contractors who have been provided with written notice of the sharing of personal information and given an opportunity to opt-out or object to such sharing;
- Individuals who interact with MaestroQA personnel.  We may also collect Identity Data, Contact Data, Profile Data and Behavioral Data about you through our use of cookies and similar technologies, as described above.

We may disclose personal information when we believe in good faith that disclosure is necessary to investigate, prevent, or take action regarding illegal activities, suspected fraud, situations involving potential threats to the physical safety of any person, or situations involving violations of our Terms of Use or this Privacy Notice.

Useful Terms

- **Website Visitors** means individuals who visit our Website and who may opt to provide us with personal information to communicate but have not yet engaged us to provide Services.
- **Subscribers** is the term used for organizations that purchase subscriptions to our Services from us.
- **Permitted Users** means individuals who have been given access to a Subscriber’s account by a Subscriber. Permitted Users are monitored through the Services.
- **Personal information** means any information or data relating to an identified or identifiable natural person or household (an "individual") or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of an individual.
- **Data protection law** means the General Data Protection Regulation (GDPR) as it currently exists, the Data Protection Act 2018, the Privacy and Electronic Communications (Third Party Cookies) Regulations 2011 and any other similar applicable data protection laws, regulations and statutes.
- **Data controller** means an individual, a body corporate or a legal entity which (alone or jointly) determines the purposes and means of processing personal information.
- **Data processor** means a natural or legal person, public authority, agency or any other body which processes personal information on behalf of the data controller.
- **Data subject** means an individual to whom personal information relates.
- **Consent** means consent to the processing of personal information from a data subject which is given by a clear affirmative action, such as an opt-in.
- **Privacy Shield** means the self-regulatory framework developed by the US Department of Commerce and the European Union and Swiss authorities.

Dispute Resolution. In compliance with the Privacy Shield Principles, MaestroQA commits to resolve complaints about your personal information. European Union and Swiss individuals with Privacy Shield inquiries or complaints should first contact Maestro QA through the addresses set forth in the "Contact Us" Section of this Privacy Notice. If a complaint remains unresolved, the individual has the possibility of recourse to the Federal Trade Commission (FTC) or an independent recourse mechanism, as set forth by the U.S. Department of Commerce regarding the collection, use, and retention of personal information from the United States to the European Union and Switzerland.

In the event that we process personal information in a manner inconsistent with the Privacy Shield Principles, we remain responsible and liable under the Privacy Shield Framework.

For any other purposes about which we notify and receive your consent from you;

To send you information which we think you may find interesting (such as details about our products and services, new offers, and promotions) where you have consented to receive such information.

For compliance, fraud prevention and safety. This may include using your personal information as we believe appropriate to prevent, detect, or respond to fraud or security issues.

The Department of Commerce web site at: https://www.privacyshield.gov/list.