

# Privacy Policy

*Last updated: June 29, 2022*

## **Our Mission is:**

- To respect the confidentiality of personal information
- To protect individuals' right to privacy
- To maintain confidence and trust in the way we handle personal data by introducing technical and organisational measures in order to protect the security and the confidentiality of the personal data we collect and process.

The privacy of your data is a big deal to us. In this policy, we lay out: what data we collect and why; how your data is handled; and your rights to your data.

This policy applies to all products built and maintained by Elektrado Ltd including Track to Reduce (all versions).

## **What we collect and why**

Elektrado Ltd allows you to input, upload and store in the Elektrado Ltd ("Track to Reduce") any business data that you choose – for example, km travelled, kWh of energy consumed as well as custom emission factors or information about your company's contribution programme preferences. Data can be in any text, document or image format. We refer to this data as "Content".

We also receive the following types of information below; collecting only what we need.

## **Identity & access**

When you sign up for Elektrado's Track to Reduce, we typically ask for identifying information such as your name, email address, telephone and a company name. That's so that you can personalise your new account, and we can send you invoices, updates, or other essential information.

## **Billing information**

When you pay for an Elektrado product, we ask for your credit/debit card and billing address. That's so we can charge you for service, calculate taxes due, and send you invoices. Your payment details are passed directly to our payment processor and don't ever go through our servers. We store a record of the payment transaction, including the last 4 digits of the credit card number and as-of billing address, for account history, invoicing, and billing support. We store your billing address to calculate any VAT in the EU or sales tax due in the United States, to detect fraudulent credit card transactions, and to print on your invoices.

## **Website interactions**

When you browse our marketing pages or applications, your browser automatically shares certain information such as which operating system and browser version you are using. We track that information, along with the pages you are visiting, page load timing, and which website referred you for statistical purposes like conversion rates and to test new designs. We sometimes track specific link clicks to help inform some design decisions. These web analytics data are tied to your IP address and user account if applicable and you are signed into our services.

## **Cookies**

We do use persistent first-party cookies to store certain preferences, make it easier for you to use our applications, and support some in-house analytics.

A cookie is a piece of text stored by your browser. It may help remember login information and site preferences. It might also collect information such as your browser type, operating system, web pages visited, duration of visit, content viewed, and other click-stream data. You can adjust cookie retention settings in your own browser. To learn more about cookies, including how to view which cookies have been set and how to manage and delete them, please visit: [www.allaboutcookies.org](http://www.allaboutcookies.org)

## **Consent**

Where your consent is required for processing of your personal data, we always request it before we obtain and process your personal data and we inform you as to the purpose of the processing. You can withdraw your consent at any time. In cases where we might have shared your data with third parties, we will also notify those parties of your decision to withdraw your consent.

## **Voluntary correspondence**

When you write Elektrado with a question or to ask for help, we keep that correspondence, including the email address, so that we have a history of past correspondences to reference if you reach out in the future.

Sometimes when we do customer interviews, we may ask for your permission to record the conversation for future reference or use.

## **How we secure your data**

All data is encrypted via [SSL/TLS] [https://en.wikipedia.org/wiki/Transport\\_Layer\\_Security](https://en.wikipedia.org/wiki/Transport_Layer_Security) when transmitted from our servers to your browser. The database backups are also encrypted.

For products, most data are not encrypted while they live in our database (since it needs to be ready to send to you when you need it), but we go to great lengths to secure your data at rest.

## **What happens when you delete data in your product accounts**

In many of our applications, we give you the option to delete data. Anything you delete on your product accounts while they are active will be no longer accessible via the application and are deleted from our active servers. We also have some backups of our application databases, which are removed as soon as reasonably possible.

## **Changes & questions**

We may update this policy as needed to comply with relevant regulations and reflect any new practices.

Have any questions, comments, or concerns about this privacy policy, your data, or your rights with respect to your information? Please get in touch by emailing us at [info@elektrado.com](mailto:info@elektrado.com) and we'll be happy to answer them..