

## Deskpro Global Privacy Policy

**Effective: July 16, 2025**

At Deskpro, Inc. (including its subsidiaries) collectively referred to herein as “Deskpro”), “us”, “we”), we believe privacy is a fundamental right and we take your privacy seriously. We understand that you are entrusting us to handle your personal data appropriately; this is why Deskpro is committed to transparency about how we collect, use and share your information, and how we protect it.

If you are located within the European Economic Area or UK please see our [Supplemental European Privacy Notice](#).

### Purpose and Scope

This Privacy Policy applies when Deskpro is acting as the data controller of your personal data and explains how Deskpro collects, uses, and shares your personal data for its own purposes; and how you (collectively “you”, “your”, “data subject”) can exercise your privacy rights.

Deskpro’s websites, products, and services are designed and intended for businesses and their representatives. We do not offer products or services for use by individuals for their personal, family or household purposes. As such, we treat all personal data that we collect as pertaining to individuals in their capacities as representatives of the relevant business or organization and not their individual capacities.

Deskpro collects and uses the personal data of our customers/clients, potential customers/clients, consultants, suppliers, business contacts, board members, shareholders, visitors/guests, current/former/potential employees and website users for various reasons. When we do so, we will use it in accordance with applicable laws.

This Privacy Policy is applicable when you interact with us, including through phone, email, chat, or through our digital or online properties or services that link to this Privacy Policy (including our websites, applications (“app(s)”), marketing events, live events, visiting our facilities, and other activities described in this Privacy Policy. Deskpro provides internal and external business support products to our business customers.

This Privacy Policy does not apply to information that we process on behalf of our business customers (i.e., businesses and organizations) while providing our services. Our use of personal data that we process on behalf of our business customers would be governed by our agreements, including Data Processing Agreements (DPAs) that we have with such customers. If you are an employee, customer or other individual who interacts with a Deskpro customer using our products, please contact that customer or organization directly.

If you are a Deskpro job applicant, please see our Job Applicant Privacy Notice. If you are a Deskpro employee, please see the Employee Privacy Notice.

## What Personal Data Do We Collect?

**Contact and Request Information:** Contact information includes; although not limited to, your name (including first name only, first name and last name, and first initial and last name), salutation, email address, job title, employer, mailing address, residence address, location, telephone numbers, social media handles, and other personal data that you voluntarily provide to Deskpro when you request information, via online form, chat, phone, respond to enquiries, register for an event, comment or ask questions on our public profiles social media links/handles including through social media messaging services.

**Account Information:** Account information includes information provided when you interact with our support channels, including, although not limited to, company name, your name (including first name only, first name and last name, and first initial and last name), identifier, billing / invoicing information. In some cases, you may have the option to personalize your account with additional information such as a photo, a social media profile, or other personal data. For services that require it, we also will collect authentication information, such as mobile number, email address, or other unique verification identifiers.

**Authentication Information:** If you are leveraging single-sign on (SSO), these services authenticate your identity and prepopulate the log-in and sign-in form. If you choose to leverage these services by using your Google or Microsoft credentials, we receive your name and email address from these service providers as permitted by you and/or your organization to authenticate your identity.

**Website Information and Mobile Information:** When you access our websites, we will collect your device internet protocol (IP) address and information about your device and website usage, including browser type, internet service provider, time zone setting, your location, and clickstream data, date/time stamps. This may include technology to determine content, or other features, for example, when you open a marketing email or click on an embedded link, or if you watch videos on our site, or interact with/message using our chat function. We may use cookies and other tracking technologies including chat technology on our website. When you use our mobile app, we collect certain information from your device such as your device make, model, and memory.

**Audiovisual Information:** We may record sales phone calls/demos and online meetings (including audio and video content where applicable and in accordance with applicable laws) for training, quality assurance, and business administration purposes. This includes analyzing the content of such calls and online meetings using AI-powered tools to gain better insights into our interactions with our business partners, customers and potential customers (where applicable and in accordance with applicable laws). We also collect information about your interaction with product demos (such as demos you access, share, and view with others) to understand your product interests and provide you with more relevant information. We will always notify you before a call if it will be recorded and will obtain your consent where required by law.

**Photographs, images, footage recorded on CCTV.** When you visit Deskpro's offices these may be equipped with closed-circuit television ("CCTV") systems. Internal

cameras are only installed in public areas and open areas, only as permitted by applicable laws.

**Marketing Information:** Your preferences for receiving our marketing communications and your engagement with them.

**Public Information about You:** We also use third-party search tools, data enrichment, and prospecting information about potential business customers (e.g. LinkedIn Sales Navigator, ZoomInfo, and similar). The way in which these third parties collect personal data is detailed in their own privacy policies, available on their websites. We may collect information from publicly accessible websites, such as your company's website, professional network services, or press releases. In addition, we may collect personal data from social media and public directories. We may also receive your personal data when you engage or post on public forums that may be accessible in the public domain. This personal data can be viewed, collected, copied, cached or stored elsewhere by others, and Deskpro is not responsible for any such use of this personal data.

**Information obtained from other sources:** Deskpro may collect business contact information about you from other sources including referrals, recommendations, newly acquired entities, Deskpro partners, co-sponsors of events attended by Deskpro, third parties from whom we have purchased business contact information. We also collect information about you from other sources and we may combine this information with personal data provided by you.

### Children Under the Age of 16

Deskpro does not knowingly collect the personal data of children under the age of 16. If we learn we have collected the personal data of a child under the age of 16, we will comply with applicable legal requirements to delete this information.

### Why Do We Collect Your Personal Data?

Deskpro collects and uses your personal data to access, deliver and provide our products and services to you, to respond to your inquiries and address your choices, facilitate marketing and advertising to you in accordance with your choices, to understand traffic on our website(s), monitor and improve security for our website(s) and products and services, and to facilitate correspondence with you. Deskpro may collect personal data about you for the following purposes:

- Communicate with you and fulfil your request for information or support.
- Manage your account in accordance with the applicable terms of service, DPA, accounting and financial matters.
- Provide you with information about our products (including telemarketing calls and marketing emails, in accordance with law and/or your preferences).
- Maintain high-quality sales calls, demonstrations and professional engagements with our prospects and customers and to provide services.
- Manage our customer relationship management (CRM) system.

- Provide training and coaching to our sales teams including generating automated call recording transcriptions.
- Identify and enhance our research and development models.
- Respond to user feedback.
- As permitted by applicable law, including with your consent where required, we may use your voice and image for a testimonial or recommendation.
- Administer and invite you to events, webinars, outreach and to grant you access to our office or facility.
- Monitor the performance of our websites and apps, analyze trends, usage, and activities in connection with these technologies.
- Protect our security and network infrastructure, verify accounts and activity by investigating suspicious activity. Detect network instability, undertake troubleshooting, and improve customer experience. This may include the use of machine learning tools and services.
- Marketing analytics to understand your potential interest and to send you personalized direct marketing communications.
- Social media and public domain monitoring.
- Industry analysis, benchmarking, analytics, and other business services.
- To promote our products, services, and events.
- To enhance or improve our products and services with the use of Generative AI (GenAI) models and chatbots, including although not limited to, content generation, recommendations, quality assurance, code development, and customer support. All data used in GenAI models is handled in accordance with applicable regulations.
- Use transcripts from chatbots for purposes such as improving customer support, improving responses to inquiries, and to improve our services and processes. We do not use GenAI models and chatbots to make fully automated decisions that have legal or similarly significant effects on individuals.
- Execute financial arrangements, including those involving a merger, acquisition, sale, transfer, or other transaction of Deskpro assets. Deskpro will seek reasonable protection for information in these types of business transactions.
- General business management and customer relationship management.
- Respond to or otherwise manage any legal claims.
- Comply with legal requirements and obligations.
- We may create aggregated, de-identified and/or anonymized data from your personal data into de-identified and/or anonymized data by removing information that makes the data identifiable to you. We may use this aggregated, de-identified and/or anonymized data and share it with third parties for our lawful business purposes, including to analyze and improve online services and promote our organization. We will not attempt to re-identify any such data, except when permitted by law.
- Additionally, in some cases, we may specifically request for your consent to collect, use, or share your personal data, such as when required by law.

## Disclosing Your Personal Data

Deskpro may disclose your personal data to the following categories of third parties:

**Deskpro Subsidiaries:** Deskpro may disclose any of the categories of personal data described above within Deskpro where necessary to fulfill a request you have submitted or for customer support, marketing, technical operations, and account management purposes.

**Deskpro's Service Providers:** Deskpro may disclose any of the categories of personal data to third-party service providers or vendors contracted to provide services on our behalf (for example, IT and hosting, data analytics, marketing services, customer support, call recording, chatbot technology, data enrichment, email fulfillment, and payment services). These third-party service providers may use personal data we provide to them only as instructed by Deskpro.

**Marketing and Event Sponsors:** When you participate in webinars, events, and other activities where Deskpro collaborates with third parties, we may disclose your contact information and interests in these offerings or services to these third parties to communicate with you.

**Third-Party Advertising:** When you visit our website, we may enable third parties to use cookies and other trackers to show you ads on third-party websites that are more relevant to you (see **Cookies and Other Technologies**, below). Under some data protection laws, our disclosure of this information to third parties through cookies and other trackers for targeted advertising may be considered a “sale” or “share” of personal data. Please see our [Cookie Policy](#) for more information about the types of cookies we use and to learn more about how to opt-in or opt-out (as applicable) of the sale or sharing (for targeted advertising) of your data.

**Professional Advisors:** Including legal counsel, consultants, auditors, bankers, insurers, where necessary to provide professional services to us.

**As Required by Applicable Law:** Including, without limitation, in response to any government or regulatory agency request, to cooperate with law enforcement investigations, or upon receipt of a court order.

**Additional Disclosures:** Deskpro may disclose your personal data to third parties if we have a good-faith belief that such action is necessary to:

- (a) conform to legal requirements or comply with legal processes;
- (b) protect and defend our rights or property;
- (c) enforce our website Terms and Conditions;
- (d) provide to courts and public authorities to protect you, Deskpro or third parties from harm, including fraud or instances where physical safety is at risk;
- (e) respond to lawful requests by public authorities, including to meet national security or law enforcement requirements; and/or
- (f) act to protect the interests of our customers, users, or others.

## Your Choices

In this section, we describe the rights and choices available to all users. [Users who are located the European Economic Area or UK can find additional information about their rights below and within the European Supplement.](#)

**Access or update your information.** If you have registered for an account with us through our website(s) or apps, you may review and update certain account information by logging into the account or by contacting us directly.

Your choices and the means Deskpro offers individuals for limiting the use and disclosure of your personal data:

- **Opt-out of communications.** If you no longer wish to receive marketing-related communications, you may opt-out of receiving these emails by clicking “unsubscribe” found in emails we send you. Please note that if you choose to opt-out of marketing-related emails, you may continue to receive service-related and other non-marketing emails.
- **Blocking images/clear gifs.** Most browsers and devices allow you to configure your device to prevent images from loading. To do this, follow the instructions in your particular browser or device settings.
- **Advertising choices.** You may control or limit use of some of your personal data for targeted advertising by clicking to access your cookie settings or via the following settings/options/tools:
  - **Browser settings.** Changing your internet web browser settings to block third-party cookies. If you have enabled a legally recognized browser-based opt-out preference signal on your browser, we recognize such preference in accordance and to the extent required by applicable law.
  - **Privacy browsers/plug-ins.** Using privacy browsers and/or ad-blocking browser plug-ins that let you block tracking technologies.
  - **Platform settings.** Google, LinkedIn and Meta offer opt-out features that let you opt-out of use of your information for interest-based advertising from their websites.
  - **Ad industry tools.** Opting out of interest-based ads from companies that participate in the following industry opt-out programs:
  - **Network Advertising Initiative:** [http://www.networkadvertising.org/managing/opt\\_out.asp](http://www.networkadvertising.org/managing/opt_out.asp)
  - **Digital Advertising Alliance:** [optout.aboutads.info](http://optout.aboutads.info)
  - **Mobile settings.** Using your mobile device settings to limit use of the advertising ID associated with your mobile device for interest-based advertising purposes. You will need to apply these opt-out settings on each device and browser from which you wish to limit the use of your information for interest-based advertising purposes.
- **Declining to provide information.** We need to collect personal data to provide certain services. Therefore, if you do not provide the information we identify as required or mandatory, we may not be able to provide those services.

## Third-Party Websites

Our website(s) and apps may include links to third-party applications, products, services, or websites. If you access those links, you will leave our websites and apps. Deskpro does not control these third-party sites or their privacy practices, which may differ from Deskpro's practices. The Deskpro Privacy Policy does not cover the personal data you choose to provide to or that is collected by these third parties. You are encouraged to review the privacy documentation of any third-party site you interact with before you allow them to collect and use your personal data.

Deskpro may also provide social media features, such as the LinkedIn, Instagram, X, YouTube, or similar buttons that enable you to share information with your social networks to interact with Deskpro on various social media websites. Your use of these features may result in the collection or sharing of information about you depending on each specific social media website. This may include your IP address, which page you are visiting on our websites, and a cookie to enable the feature to function properly. Social media features and widgets are either hosted by a third party or hosted directly on our site. Your interactions with these features are governed by the privacy policy of the company providing it.

## Cookies and Other Technologies

Deskpro and our partners (e.g., marketing partners, analytics, advertising, or service providers) use various tracking technologies such as cookies, web beacons, pixels, tags and scripts alone or in conjunction with cookies to analyze trends on our websites and apps, administer our websites and apps, and to gather firmographic and demographic information about our user base. We receive reports based on the use of these technologies by these companies on an individual as well as aggregated basis in most cases. If you provide personal data on our website and accept cookies, Deskpro may combine this data in our CRM or analytics systems.

Please see our Cookies Policy for more details including, information about your choices with respect to advertising and social media cookies. We respond to both the Do Not Track and the Global Privacy Control signal.

We also use chatbot technologies and similar technology providers that employ cookies and software code to operate the chat features that you can use to communicate with us through the websites and mobile apps. These third parties may access, record, store and use information entered into the chatbot as well as information about web pages visited on our website, your IP address, your general geographic information (e.g., city, state), and other personal data you share through online chats only for the purposes described in this Privacy Policy.

## Targeted Advertising Practices

We rely on third-party services providers to serve and manage our advertising on other sites. These service providers may use technologies such as cookies and other non-cookie technology to gather information about your activities on our websites and other sites in order to provide you with advertising based upon your browsing activities, interests or other information we may provide them. If you wish to not have this information used for the purpose of serving you interest-based ads, you may opt-out by clicking [here](#) (or if located in the European Union click [www.youronlinechoices.eu](http://www.youronlinechoices.eu).)

Please note this does not opt you out of being served ads. You may continue to see more generic ads.

### Protecting your Personal Data

Deskpro maintains the appropriate security, technical and organizational measures to protect your personal data. However, security risks are inherent in all internet and information technologies, therefore, we cannot guarantee the security of your personal data. Please see <https://www.deskpro.com/security> to learn more.

### Transferring Your Personal Data Internationally

Deskpro operates as a global business and complies with applicable legal requirements when we transfer, store, or process your personal data outside of your jurisdiction. We take appropriate safeguards to protect your privacy, your fundamental rights and freedoms, and the ability to exercise your rights. Where required, we have put in place appropriate safeguards with our affiliates, service providers, contractors, distributors and other business partners and agents to ensure that transfers of personal data outside Europe are adequately protected. Unless a jurisdiction is deemed to have adequate safeguards, the safeguards we typically put in place, as applicable, are the European Commission's Standard Contractual Clauses or the UK's International Data Transfer Agreement in accordance with the GDPR.

### Data Privacy Framework Commitment

Deskpro, Inc. complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF as set forth by the U.S. Department of Commerce. Deskpro, Inc. has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union and the United Kingdom in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF. If there is any conflict between the terms in this privacy policy and the EU-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, Deskpro Inc. commits to resolve DPF Principles-related complaints about our collection

and use of your personal data. EU and UK individuals with inquiries or complaints regarding our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF should first contact Deskpro at: [privacy@deskpro.com](mailto:privacy@deskpro.com).

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, Deskpro Inc. commits to refer unresolved complaints concerning our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF to TRUSTe, an alternative dispute resolution provider based in the United States. If you do not receive timely acknowledgment of your DPF Principles-related complaint from us, or if we have not addressed your DPF Principles-related complaint to your satisfaction, please visit <https://trustarc.com/dispute-resolution> for more information or to file a complaint. The services of TRUSTe are provided at no cost to you.

Deskpro Inc. is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC).

If your DPF complaint cannot be resolved through the above channels, under certain circumstances, you may invoke binding arbitration for some residual claims not resolved by other redress mechanisms. With respect to personal data received or transferred pursuant to the Data Privacy Framework.

It is possible Deskpro Inc. is required to share your personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.

Deskpro remains responsible and liable under the EU-U.S. DPF Principles, the UK extension to the EU-U.S. DPF Principles if third-party agents that it engages to process the personal data on its behalf do so in a manner inconsistent with the Principles unless Deskpro proves that it is not responsible for the event giving rise to the damage.

## Retaining your Personal Data

We retain your personal data for as long as we have an ongoing legitimate business need to do so (for example, fulfil our contractual requirements, provide you with a service you have requested or to comply with applicable legal, tax, or accounting requirements).

The criteria used to determine appropriate retention periods for personal data include:

- The length of time we have an ongoing business relationship with you.
- The amount, nature, and sensitivity of the personal data we process.
- Whether we have a legal obligation to retain personal data or whether retaining personal data is necessary to resolve disputes, including the establishment, exercise, or defense of legal claims.

## Exercising your Privacy Rights

Depending on where you are located and how you interact with Deskpro you may have certain legal rights over the personal data we hold about you, subject to local privacy laws.

- **Access.** Provide you with information about our processing of your personal data and give you access to your personal data.
- **Correct.** Update or correct inaccuracies in your personal data.
- **Delete.** Delete your personal data where there is no good reason for us continuing to process it - you also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- **Transfer.** Transfer a machine-readable copy of your personal data to you or a third party of your choice.
- **Restrict.** Restrict the processing of your personal data, for example if you want us to establish its accuracy or the reason for processing it.
- **Object.** Object to our processing of your personal data where we are relying on Legitimate Interests – you also have the right to object where we are processing your personal data for direct marketing purposes.
- **Withdraw Consent.** When we use your personal data based upon your consent, you have the right to withdraw that consent at any time.
- **Your choices and means Deskpro offers individuals for limiting the use and disclosure of their personal data.** For more information on the choices and means that Deskpro offers, please see the “Your Choices” section below.

[For specific rights that you may have as a resident of the European Economic Area or the UK please see the European Supplement for additional information.](#)

## Your Choices

If personal data covered by this Privacy Policy is used for a new purpose that is materially different from that for which the personal data was originally collected or subsequently authorized, or is to be disclosed to a non-agent third party in a manner not specified in this Policy, Deskpro will provide you with an opportunity to choose where to have your personal data so used or disclosed. Requests to opt out of such uses or disclosures of personal data should be sent to us in the “Contacting Us” section of this Policy.

Certain personal data, such as information about medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, is considered “Sensitive Information”. Deskpro will not use sensitive information for a purpose other than the purpose for which it was originally collected or subsequently authorized by the individual unless Deskpro has received your affirmative and explicit consent to do so (opt-in).

## Your Rights to Access Your Personal Data

You may request access to your personal data by signing into your account through our websites or mobile apps, or by contacting us at the address provided below. If required

by law, upon request, we will grant you reasonable access to the personal data that we have about you. [For specific rights that you may have as a resident of the European Economic Area or the UK please see the European Supplement for additional information.](#)

To exercise your rights with respect to information covered by this Privacy Policy, please contact us using the contact details at the bottom of this Privacy Policy or by submitting a request through to [privacy@deskpro.com](mailto:privacy@deskpro.com). When exercising your rights you must provide the information listed by Deskpro so we can verify your identity. Deskpro will take steps to verify your identity, including validating your name and the email you use when interacting with Deskpro. You may also authorize another person or third party to submit a request to exercise your rights by providing written permission in conjunction with the submission of the requested information or by giving the third party your power of attorney. We will acknowledge your request and provide a follow-up substantive response within a time period permitted by applicable law. In the event that Deskpro requires an extension to fulfill a request, we will notify you. If we deny your request, we will provide reasons for that denial.

Deskpro will not discriminate against you for exercising your rights. Deskpro does not make decisions based solely on automated processing that produces legal or similarly significant effects as part of the processing activities covered by this Privacy Policy.

## Contacting Us

You may contact us via email at [privacy@deskpro.com](mailto:privacy@deskpro.com)

Or by mail in the US:

Attention: Privacy Office  
Deskpro Inc.  
2021 E 5th St,  
Suite 190,  
Austin TX 78702, USA

Or by mail in the EU/UK:

Attention: Privacy Office  
Deskpro Limited  
79 Hartfield Road,  
SW19 3ES,  
London, United Kingdom

## Privacy Policy Updates

Deskpro may update our Privacy Policies and supplements periodically to reflect changes to our information practices. When we change the policy in a material way, we will provide you with notice as required by applicable law, including notifying you by

updating the date of this Privacy Policy and posting it online or via other appropriate methods. We encourage you to please review this page periodically for updates on our privacy practices.

## SUPPLEMENTAL EUROPEAN PRIVACY STATEMENT

The information provided in this Supplemental European Privacy Notice (“Privacy Notice”) applies only to individuals in the European Economic Area and United Kingdom, (collectively, “Europe”) in connection with Deskpro’s Global Privacy Policy and, as applicable, its Job Applicant Privacy Policy and Employee Privacy Policy. If you are based in Europe, this Supplemental European Privacy Notice applies to you in addition to the Deskpro Global Privacy Policy.

References to “personal data” or “personal information” in both the Supplemental European Privacy Notice and the Deskpro Global Privacy Policy should be understood to be “personal data” as defined by the “GDPR” (i.e., the General Data Protection Regulation 2016/679 (“EU GDPR”) and the EU GDPR as it forms part of UK law (“UK GDPR”). Under the GDPR, personal data is information about an individual, from which that individual is either directly identified or can be identified. The GDPR does not include ‘anonymised data’ (i.e., information where the identity of the relevant individual has been permanently removed, and that individual is no longer identified or identifiable).

Deskpro, Inc. is the controller in respect of the personal data covered by this Privacy Notice for the purposes of the GDPR. See ‘European Contacts’ for our contact details.

With respect to web cookies and other technologies that are not strictly necessary for our provision of our websites and apps, Deskpro seeks consent from users of our websites and apps in Europe based on a separate [Cookie Policy](#) .

### Legal Basis of Processing

In respect of each of the purposes for which we use your personal data, the GDPR requires us to ensure that we have a “legal basis” for that use. Our legal bases for processing your personal data described in this Privacy Notice are listed below.

- **Entrance into a Contract:** Where we are about to enter or have entered into a contract with you (“Contractual Necessity”).
- **Legitimate Interests:** Where it is necessary for our legitimate interests and your interests and fundamental rights do not override those interests (“Legitimate Interests”). More detail about the specific legitimate interests pursued in respect of each Purpose we use your personal data for is set out in the table below.
- **Legal Obligation:** Where we need to comply with a legal or regulatory obligation (“Compliance with Law”).
- **Consent:** Where we have your specific consent to carry out the processing for the Purpose in question (“Consent”).

We have set forth below, in a table format, the legal basis we rely on with respect to the relevant Purposes, personal data types and to whom we may disclose this personal information, and for the data types involved, see ‘Why do we collect your personal data’.

Purpose of Processing	Categories of Personal Data	Legal Basis	Disclosures
To respond to your comments, questions, and requests	Contact information and request information  Website Information and Mobile Information  Marketing Information  Public Information about You  Information obtained from other sources	Legitimate interests  We have a legitimate interest in offering you positive service, including communicating with you where you have contacted us.	We may disclose this information to:  Service providers,  Marketing / events partners,  Third-party advertisers,  Professional advisors,  Courts and public authorities  Others as required by applicable law.
To manage your account	Contact information,  Account information  Authentication Information  Website Information and Mobile Information  Marketing Information	Performance of a contract	We may disclose this information to:  Service providers,  Professional advisors,  Courts and public authorities

			Others as required by applicable law.
To monitor the performance of our information security, assets, verify accounts, troubleshooting, websites, and applications	Contact information, Account information  Authentication Information  Website Information and Mobile Information	Consent where applicable by law; otherwise, Legitimate Interests. We have a legitimate interest in ensuring the ongoing security of our systems.	We may disclose this information to:  Service providers,  Professional advisors,  Courts and public authorities  Others as required by applicable law.
To serve interest-based advertising	Contact information, Account information  Website Information and Mobile Information  Public Information about You  Information obtained from other sources	Consent where applicable by law; otherwise Legitimate Interests We have a legitimate interest in offering you a good service, including by allowing you to customize your experience with advertising relevant to your interests	We may disclose this information to:  Service providers,  Marketing / events partners,  Third-party advertisers,  Professional advisors,  Courts and public authorities  Others as required by

			applicable law.
Sales and Marketing activities to personalize and improve our products and services	<p>Contact information,</p> <p>Account information</p> <p>Authentication Information</p> <p>Website Information and Mobile Information</p> <p>Public Information about You</p> <p>Information obtained from other sources</p>	<p>Consent where applicable by law; otherwise</p> <p>Legitimate Interests</p> <p>We have a legitimate interest in offering you a good service which is personalized to you and that remembers your selections and preferences</p>	<p>We may disclose this information to:</p> <p>Service providers,</p> <p>Marketing / events partners,</p> <p>Third-party advertisers,</p> <p>Professional advisors,</p> <p>Courts and public authorities</p> <p>Others as required by applicable law.</p>
To host or manage any events that we may sponsor or be a participant	<p>Contact information and request information</p> <p>Website Information and Mobile Information</p> <p>Marketing Information</p>	<p>Legitimate Interests</p> <p>We have a legitimate interest in promoting the products and services offered by our business</p>	<p>We may disclose this information to:</p> <p>Service providers,</p> <p>Marketing / events partners,</p> <p>Third-party advertisers,</p> <p>Professional advisors,</p>

			<p>Courts and public authorities</p> <p>Others as required by applicable law.</p>
<p>To send you personalized direct marketing communications based on your needs and interests</p>	<p>Contact information and request information</p> <p>Account information</p> <p>Website Information and Mobile Information</p> <p>Marketing Information</p>	<p>Consent where applicable by law; otherwise</p> <p>Legitimate Interests</p> <p>We have a legitimate interest in promoting the products and services offered by our business and sending marketing communications for that purpose</p>	<p>We may disclose this information to:</p> <p>Service providers,</p> <p>Marketing / events partners,</p> <p>Third-party advertisers,</p> <p>Professional advisors,</p> <p>Courts and public authorities</p> <p>Others as required by applicable law.</p>
<p>To comply with our legal and contractual obligations and protect our legal interests</p>	<p>Any and all data types relevant in the circumstances</p>	<p>Compliance with Law</p> <p>Legitimate Interests</p> <p>Where Compliance with Law is not available, we have a legitimate interest in participating in, supporting, and following legal process and requests, including through cooperation</p>	<p>We may disclose this information to:</p> <p>Service providers,</p> <p>Professional advisors,</p>

		with authorities. We and any relevant third parties may also have a legitimate interest of ensuring the protection, maintenance, and enforcement of our and their rights, property, and/or safety	Courts and public authorities  Others as required by applicable law.
To execute financial agreements including those involving a merger, acquisition, or other transaction of Deskpro assets.	Contact information and request information  Account information  Website Information and Mobile Information  Public Information about You  Information obtained from other sources	Legitimate interests  Performance of a contract	We may disclose this information to:  Service providers,  Professional advisors,  Courts and public authorities  Others as required by applicable law
General business management and customer relationship management	Contact information and request information  Account information  Website Information and Mobile Information  Public Information about You  Information obtained from other sources	Consent where applicable by law; otherwise, Legitimate interests,  Performance of a contract	We may disclose this information to:  Service providers,  Professional advisors,  Courts and public authorities  Others as required by applicable law

<p>To create aggregated, de-identified and/or anonymized data</p>	<p>-</p>	<p><b>Legitimate Interests</b> We have a legitimate interest in ensuring that our products and services and how we use your personal data are not intrusive, to the extent possible</p>	<p>We may disclose this information to:</p> <ul style="list-style-type: none"> <li>Service providers,</li> <li>Marketing / events partners,</li> <li>Third-party advertisers,</li> <li>Professional advisors,</li> <li>Courts and public authorities</li> <li>Others as required by applicable law.</li> </ul>
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### Transferring Your Personal Data Outside of Europe

Deskpro operates as a global business and complies with applicable legal requirements when we transfer, store, or process your personal data outside of your jurisdiction. We take appropriate safeguards to protect your privacy, your fundamental rights and freedoms, and the ability to exercise your rights. Where required, we have put in place appropriate safeguards with our affiliates, service providers, contractors, distributors and other business partners and agents to ensure that transfers of personal data outside Europe are adequately protected.

### Commitment in the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF

Deskpro, Inc. complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF as set forth by the U.S. Department of Commerce. Deskpro, Inc. has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union and the United Kingdom in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF. If there is any conflict between the terms in this privacy policy and the

EU-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, Deskpro Inc. commits to resolve DPF Principles-related complaints about our collection and use of your personal data. EU and UK individuals with inquiries or complaints regarding our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF should first contact Deskpro at: [privacy@deskpro.com](mailto:privacy@deskpro.com).

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, Deskpro Inc. commits to refer unresolved complaints concerning our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF to TRUSTe, an alternative dispute resolution provider based in the United States. If you do not receive timely acknowledgment of your DPF Principles-related complaint from us, or if we have not addressed your DPF Principles-related complaint to your satisfaction, please visit <https://trustarc.com/dispute-resolution/> for more information or to file a complaint. The services of TRUSTe are provided at no cost to you.

**Deskpro Inc. is subject to the investigatory and enforcement powers of the Federal Trade Commission (FTC)**

**If your DFP complaint cannot be resolved through the above channels, under certain circumstances, you may invoke binding arbitration for some residual claims not resolved by other redress mechanisms. With respect to personal data received or transferred pursuant to the Data Privacy Framework.**

**It is possible Deskpro Inc. is required to share your personal data in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.**

Deskpro remains responsible and liable under the EU-U.S. DPF Principles, the UK extension to the EU-U.S. DPF Principles if third-party agents that it engages to process the personal data on its behalf do so in a manner inconsistent with the Principles unless Deskpro proves that it is not responsible for the event giving rise to the damage.

### **Data Retention**

Deskpro retains your personal data for as long as we have an ongoing legitimate business need to do so (for example, to provide you with the services you have requested or to comply with applicable legal, tax, or accounting requirements).

The criteria used to determine appropriate retention periods for personal data includes:

- The length of time we have an ongoing business relationship with you.

- The amount, nature, and sensitivity of the personal data we process.
- Whether we have a legal obligation to retain personal data or whether retaining personal data is necessary to resolve disputes, including the establishment, exercise, or defense of legal claims.

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

## Your Privacy Rights

European data protection laws provide you with certain rights regarding your personal data. If you are located in Europe, you may ask us to take the following actions in relation to your personal data that we hold:

- **Access.** Provide you with information about our processing of your personal data and give you access to your personal data.
- **Correct.** Update or correct inaccuracies in your personal data.
- **Delete.** Delete your personal data where there is no good reason for us continuing to process it - you also have the right to ask us to delete or remove your personal data where you have exercised your right to object to processing (see below).
- **Transfer.** Transfer a machine-readable copy of your personal data to you or a third party of your choice.
- **Restrict.** Restrict the processing of your personal data, for example if you want us to establish its accuracy or the reason for processing it.
- **Object.** Object to our processing of your personal data where we are relying on Legitimate Interests – you also have the right to object where we are processing your personal data for direct marketing purposes.
- **Withdraw Consent.** When we use your personal data based upon your consent, you have the right to withdraw that consent at any time.
- **Your choices and means Deskpro offers individuals for limiting the use and disclosure of their personal data.** For more information on the choices and means that Deskpro offers, please see the “Your Choices” section below.

## Your Choices

If personal data covered by this Privacy Notice is to be used for a new purpose that is materially different from that for which the personal data was originally collected or subsequently authorized, or is to be disclosed to a non-agent third party in a manner not specified in this Policy, Deskpro will provide you with an opportunity to choose whether to have your personal data so used or disclosed. Requests to opt out of such uses or disclosures of personal data should be sent to us as specified in the [“Contact Us - Exercising your Privacy Rights – European Contacts”](#) section below.

Certain personal data, such as information about medical or health conditions, racial or ethnic origin, political opinions, religious or philosophical beliefs, is considered “Sensitive Information”. Deskpro will not use sensitive information for a purpose other than the purpose for which it was originally collected or subsequently authorized by the individual unless Deskpro has received your affirmative and explicit consent (opt-in).

### Contact Us - Exercising your Privacy Rights – European Contacts

To exercise your rights with respect to information covered by this European Supplement, please contact us using the contact details at the bottom of this Privacy Notice or by submitting a request via:

Email to [privacy@deskpro.com](mailto:privacy@deskpro.com).

Or in writing to our European Office:  
Attention: Privacy Office  
Deskpro Limited  
79 Hartfield Road,  
SW19 3ES,  
London, United Kingdom

When exercising your rights you must provide the information listed by Deskpro so we can verify your identity. Deskpro will take steps to verify your identity, including validating your name and the email you use when interacting with Deskpro. You may also authorize another person or third party to submit a request to exercise your rights by providing written permission in conjunction with the submission of the requested information or by giving the third party your power of attorney. We will acknowledge your request and provide a follow-up substantive response within a time period permitted by applicable law. If Deskpro requires an extension to fulfill a request, we will notify you. If we deny your request, we will provide reasons for that denial.

Please note that these rights may be subject to limitations and conditions under the GDPR or applicable national data protection laws.

Deskpro will not discriminate against you for exercising your rights. Deskpro does not make decisions based solely on automated processing that produces legal or similarly significant effects as part of the processing activities covered by this Privacy Notice.

### Your Right to Complain

In addition to your rights outlined above, if you are not satisfied with our response to a request you make, or how we process your personal data, you may make a complaint with a data protection authority such as the supervisory authority of your usual place of residence.

- **For users in the European Economic Area:** the contact information for the data protection regulator in your place of residence can be found here: [https://edpb.europa.eu/about-edpb/board/members\\_en](https://edpb.europa.eu/about-edpb/board/members_en)
- **For users in the UK:** the contact information for the UK data protection regulator is below:
  - The Information Commissioner's Office
  - Water Lane, Wycliffe House
  - Wilmslow - Cheshire SK9 5AF  
Tel. +44 303 123 1113
  - Website: <https://ico.org.uk>

## Profiling

Deskpro does not use automated profiling in connection with our websites and applications or use automated decision-making in a way that produces legal effects concerning you or which significantly affects you.