

Ideation Cookie Policy

Ideation takes your privacy seriously. This Ideation Cookie Policy ("**Policy**") applies to users/visitors ("**you**") of this and other integrated Ideation websites ("**Ideation Websites**"). The Policy contains information that Ideation ("**Ideation**", "**we**", "**our**", or "**us**") collects through these webpages and what we do with that information.

1. What does this Policy cover?

This Policy applies to any "information" obtained by Ideation through your use of Ideation Websites and tracking technologies we use. It is not applicable to non-integrated Ideation websites or any "internet" websites controlled by third parties not affiliated with Ideation that the Ideation Websites may link to ("Third Party Sites"). Please review the privacy statements of Third Party Sites as Ideation is not responsible for and has no influence on the content or the privacy practices of Third Party Sites. If any, it also applies to any information collected and processed in Social Media platforms.

The terms of this Policy are subject to any additional terms of disclaimers or other contractual terms you have entered into with Ideation such as privacy statements or notices, and any applicable laws and regulations.

2. What type of information do we collect?

We collect the following Information through Ideation Websites:

a) Information that you provide to us, for example:

- Personal details, (e.g., name, e-mail address, phone number, company, project location, product category, request subject) **only by filling in the contact form.**

b) Information that we collect or generate about you, for example:

- Data our server automatically records when you visit Ideation Websites e.g., your IP address, the website from which you visit us, the type of browser software used, the Ideation Website pages that you actually visit including the date and the duration of your authentication information;
- Cookies, pixels, unique identifiers and other similar technologies to collect and process information from different channels and devices, remember your preferences, tailor the content we provide to you. For details on how we use cookies, please refer to the section below;
- Records of correspondence and other communication between us, e.g., contact form, live chats, instant messages and social media communications.

3. What are the purposes of processing?

We always process your Personal Data for a specific purpose and only process the Personal Data which is relevant to achieve that purpose. In particular, we process Personal Data for the purposes of:

a) Website Administration. For example, to:

- ensure technical administration, research & development for improving our websites.

b) Relationship Management. For example, to:

- allow you to contact us;
- allow us to contact you;
- if available keep track of your specified preferences such as language, time zone and timeouts after periods of inactivity.

c) Product implementation and execution. For example, to:

- enhance the quality of our products and services and our use of technology.

- d) Engaging in Prospecting and Business Development. For example, to:
- contact you in relation to products and services (i.e Newsletter);
 - assist with our promotional and marketing efforts (i.e Newsletter).

4. How do we collect and store information from you?

Ideation can use tracking technology such as cookies, pixels, unique identifiers or tags ("Tracking Technologies") to gather information as outlined above (see section 2) to understand how visitors use the Ideation Website.

Tracking Technology helps us to manage and improve the usability of Ideation Websites (see section 3).

5. What is a cookie and what kind of cookies do we use?

A cookie is a small piece of data (text file) that a website – when visited by a user/visitor – asks your browser to store on your device in order to remember information about you, such as your language preference or login information. More specifically, we use cookies and other tracking technologies for the following purposes:

a) Technical/Strictly Necessary Cookies

These cookies are necessary for the website to function and cannot be switched off in our systems. They are usually only set in response to actions made by you which amount to a request for services, such as setting your privacy preferences, logging in or filling in forms. You can set your browser to block or alert you about these cookies, but some parts of the site will not then work. This category includes analytical cookies which are similar to technical cookies when they are used directly by the website itself to collect information, in an aggregate form, on the number of users/visitors, and on how the latter use the website.

b) Functional/Performance Cookies

These cookies enable the website to provide enhanced functionality and personalisation. They may be set by us or by third party providers whose services we have added to our pages.

6. How do we protect Personal Data?

Ideation has implemented adequate technical and organisational security measures to protect your Personal Data collected by Ideation via Ideation Websites against unauthorised, accidental or unlawful destruction, loss, alteration, misuse, disclosure or access and against all other unlawful forms of processing.

All employees accessing Personal Data must comply with the internal rules and processes in relation to the processing of your Personal Data to protect them and ensure their confidentiality. Specifically, we restrict access to personal information about you to employees but also to other parties who need to know the information to provide services to you.

7. To whom do we disclose your information collected from Ideation Websites?

Ideation may disclose your information to its affiliates and third-party service providers inside or outside your country of residence to perform services for Ideation and for the purposes stated above. Our affiliates and third-party service providers who

have access to Personal Data obtained through Ideation Websites are obliged to respect your privacy, comply with legal obligations and adhere to contractual safeguards. When transferring Personal Data internationally we make sure that we comply with applicable laws and regulations, for example, by entering into agreements which will ensure that the recipients of your information maintain an adequate level of data protection. Ideation does not transfer your personal data to other third parties.

8. Update to this Policy

We reserve the right to amend the Policy from time to time (last update February 2023). Any amendment or update to this Policy will be available to you on <https://ideation-creative.com/>