

Ideation Privacy Policy

Ideation takes your privacy seriously. This Privacy Policy ("**Policy**") contains information on what Personal Data Ideation ("**Ideation**", "**we**", "**our**", or "**us**") collects and what we do with that information.

1. What does this Privacy Policy cover?

This Policy applies to any and all forms of use of Personal Data ("processing") by us if you share such Data with us with regard to the company or affiliates activities.

2. What types of Personal Data do we collect?

To provide the necessary support for the requests received (e.g. contact form of our website or mail), we may collect (to the extent permitted by applicable law):

- personal identification details (such as name, e-mail address, phone number, company, project location, product category, request subject).

For other situations and in general, no Personal Data should be collected.

3. For which purposes do we process your Personal Data?

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, within applicable legal limitations, for the following purposes:

b) Client Relationship Management. For example, to:

- manage our relationship with you, including communicating with you in relation to the products and services you are looking for from us and from our affiliates and business partners.

4. How do we protect your Personal Data?

All Ideation employees accessing Personal Data must comply with our internal rules and processes in relation to the processing of your Personal Data to protect them and ensure their confidentiality.

Ideation have also implemented adequate technical and organisational measures to protect your Personal Data against unauthorised, accidental or unlawful destruction, loss, alteration, misuse, disclosure or access and against all other unlawful forms of processing.

5. Who has access to Personal Data and with whom are they shared?

We usually share Personal Data within Ideation , for the purposes indicated in Section 3, to ensure a consistently high service standard. Other companies affiliated may process your Personal Data on behalf and upon request of Ideation .

We may transfer Personal Data to affiliates, business partners and to our professional advisers and consultants to perform the business relationship with you. In particular, when recommending or providing products and services to you, we will share Personal Data with persons acting on your behalf or otherwise involved (depending on the type of product or service you receive).

The Personal Data transferred outside Ideation is in some cases also processed in other countries. We only transfer – if necessary - your Personal Data abroad to countries which are considered to provide an adequate level of data protection, or in the absence of such legislation that guarantees adequate protection, based on appropriate safeguards provided by local applicable law.

6. How long do we store your data?

We will only retain Personal Data for as long as necessary to fulfil the purpose for which it was collected or to comply with legal, regulatory or internal policy requirements. To help us do this, we apply criteria to determine the appropriate periods for retaining your Personal Data depending on its purpose.

As far as necessary, we will keep your data until your request is processed.

7. Who to contact?

If you have any question or request in relation to this policy, please write to Ideation SA, Bucharest, Romania

8. Updates to this Policy

We reserve the right to amend the Policy from time to time (last update February 2024). Any amendment or update to this Policy will be available to you on <https://ideation-creative.com/>.