



Show Cloud Privacy Statement

Last Updated: May 18th, 2018

Show Cloud cares about and respects your privacy. For this reason, we collect and use personal data only as it might be needed for us or our clients (collectively, our clients) to deliver to you their products and our online personal showroom service (collectively, our "Services").

Your personal data includes information such as:

- Name
- Email address
- Company Name
- Company Address
- Mobile telephone number
- Job Title
- Location
- Spoken Language

Our Privacy Policy is intended to describe to you how and what data we collect, and how and why we use your personal data. It also describes options we provide for you to access, update or otherwise take control of your personal data that we process.

If at any time you have questions about our practices or any of your rights described below, you may reach our Data Protection Officer ("DPO") and our dedicated team by contacting us at privacy@showcloud.com. This inbox is actively monitored and managed so that we can provide you with information you can confidently trust.

Cookies

Our website uses 'essential' cookies, which enables us to deliver a personalised showroom and a better customer experience. 'Essential' Cookies are essential to the Show Cloud service and personalisation functionality, including identity verification, service continuity and site security. Opt out is not available.

What information do we collect?

We collect information to provide the best possible personal experience when you use our Services.

Much of what you consider personal data is collected directly from our clients when:

1. A Show Cloud customer account is set-up
2. Request assistance from our Customer Services team (e.g.: email address);

However, we also collect additional information when delivering our Services to you to ensure necessary and optimal performance.

These methods of collection may not be as obvious, so we wanted to explain what these might be (as they vary from time to time) and how they work:

Account related information is collected in association with your use of our Services, such as name, login history, products viewed, items downloaded, support requests, and notes or details from our/clients interactions.

How we use information.

We collect information relating to your use, and/or interactions with our Services.

We utilise this information to:

- Improve and optimise the operation and performance of our Services
- Diagnose problems with and identify any security risks, errors, or needed enhancements to the Services
- Detect and prevent fraud and abuse of our Services and systems
- Collecting aggregate statistics about use of the Services
- Understand and analyse how you use our Services and what products and services are most relevant to you.

Often, much of the data we collect is aggregated or statistical data about how individuals / organisation use our Services, and is not always linked to any personal data, But as it is itself personal data, or it can be linked or linkable to personal data, we treat it accordingly.

Sharing of data

We do not share your data with any third parties.

Communicating with you.

We may contact you directly regarding products or services you are using, such as necessary to deliver transactional or service related communications.

These contacts may include:

- Email
- Text (SMS) messages
- Telephone calls

We may also contact you with offers for additional services we think you'll find valuable if you give us consent, or where allowed based upon legitimate interests.

You don't need to provide consent as a condition to use the Show Cloud services.

You may also update your subscription preferences with respect to receiving communications from us by signing into your account and visiting the Settings Area.

If we collect information from you in connection with a co-branded offer, it will be clear at the point of collection who is collecting the information and whose privacy policy applies. In addition, it will describe any options you have in regards to the use and/or sharing of your personal data with a co-branded partner, as well as how to exercise those options.

Transfer of personal data abroad.

If you utilise our Services from a country other than the country where our servers are located, your communications with us may result in transferring your personal data across international borders. Also, when you call us or initiate a chat, we may provide you with support from one of our global locations outside your country of origin. Your personal data will be transferred and processed outside of the EEA. In these cases, your personal data is handled according to this Privacy Policy.

Compliance with legal, regulatory and law enforcement requests.

We cooperate with government and law enforcement officials and private parties to enforce and comply with the law. We will disclose any information about you to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary or appropriate to respond to claims and legal process (such as subpoena requests), to protect our property and rights or the property and rights of a third party, to protect the safety of the public or any person, or to prevent or stop activity we consider to be illegal or unethical.

To the extent we are legally permitted to do so, we will take reasonable steps to notify you in the event that we are required to provide your personal information to third parties as part of legal process.

Website analytics.

We use in-house internal analytics tools to collect information about how you interact with our software, including what pages you visit, what site you visited prior to visiting our website, how much time you spend on each page, what operating system and web browser you use, and network and IP information. We use the information provided by these tools to improve our Services.

These tools place persistent cookies in your browser to identify you as a unique user the next time you visit our website.

How you can access, update or delete your data.

To easily access, view, update, delete, or port your personal data (where available), or to update your subscription preferences, please sign into your Account and visit 'Setting'.

Please visit your 'Settings' page for additional information and guidance for accessing, updating, or deleting data.

If you make a request to delete your personal data and that data is necessary for the service offering from our client, the request will be honoured only to the extent it is no longer necessary for any Services required for legitimate business purposes or legal or contractual record keeping requirements.

If you are unable for any reason to access your Account Settings, you may also contact us by one of the methods described in the "Contact Us" section below.

Account Deletion

Show Cloud is a complex business network that connects thousands of users. Show Cloud manages a business eco system that brings together distributors, retailers, agents and manufacturers. This network relies on the exchange and sharing of information that is important to others in your network. Tracked activity, ranges views, category's searched, items downloaded are all vital to other people that work with you. These are the official history of information supplied. The complexity and connected nature of the system requires that this history exists in perpetuity to accommodate proper function. Show Cloud cannot guarantee the deletion of all your information.

When a customer chooses to close an account we will remove your information from our marketing and billing systems. This will ensure that there are not further mailings or contact directed towards the cancelled user.

How we secure, store, and retain your data.

We follow generally accepted standards to store and protect the personal data we collect, both during transmission and once received and stored, including utilisation of encryption where appropriate.

We retain personal data only for as long as necessary to provide the Services for our clients and thereafter for a variety of legitimate legal or business purposes.

- for preserving, resolving, defending, or enforcing our legal/contractual rights; or
- needed to maintain adequate and accurate business and financial records.

If you have any questions about the security or retention of your personal data, you can contact us at privacy@showcloud.com

'Do Not Track' notifications.

Some browsers allow you to automatically notify websites you visit not to track you using a "Do Not Track" signal. There is no consensus among industry participants as to what "Do Not Track" means in this context. Like many websites and online services, we currently do not alter our practices when we receive a "Do Not Track" signal from a visitor's browser. To find out more about "Do Not Track," you may wish to visit www.allaboutdnt.com.

Age restrictions.

Our Services are available for purchase only for those over the age of 16. Our Services are not targeted to, intended to be consumed by or designed to entice individuals under the age of 16. If you know of or have reason to believe anyone under the age of 16 has provided us with any personal data, please contact us.

Changes in our Privacy Policy.

We reserve the right to modify this Privacy Policy at any time. If we decide to change our Privacy Policy, we will post those changes to this Privacy Policy and any other places we deem appropriate, so that you are aware of what information we collect, how we use it, and under what circumstances, if any, we disclose it. If we make material changes to this Privacy Policy, we will notify you here at least thirty (30) days prior to the implementation of the changes.

Contact us.

If you have any questions, concerns or complaints about our Privacy Policy, our practices, or our Services, you may contact our Office of the DPO by email at privacy@showcloud.com . In the alternative, you may contact us by either of the following means:

- **By Mail:** Attn: Office of the Data Protection Officer
Show Cloud Limited, The Vine, High Street, Stockbridge, Hampshire, S020 2HF, UK
- **By Phone:** 01489 878480

We will respond to all requests, inquiries or concerns within thirty (30) days.