

PRIVACY POLICY

As of: September 2018

Preamble

In the following privacy policy, you will be informed about the collection of personal data when using our website. Personal data is all data related to you personally, such as name, address, e-mail address or user behavior.

General data collection when accessing our website

Every time the KNOWLEDGE BASE website is accessed, usage data is determined by the respective Internet browser and stored in server log files. The data sets saved here contain the following data: The date and time of access, name of the site accessed, IP address, referrer URL (origin URL from which you came to the website), the transferred amount of data as well as the product and version information of the browser used.

The KNOWLEDGE BASE marketing team may access these log file data sets in anonymized form to improve the website further and make it more user-friendly, to find and correct errors faster and to control server capacities. Analyzing the log files also makes it possible to identify and correct errors on the website faster. We take data protection-compliant processing into consideration for the data sets logged as tabulated below.

Data	Purpose of processing	Duration of storage
Operating system used	Evaluation by devices in order to ensure an optimized display of the website	The data is deleted or anonymized (change the IP address so that individual information can no longer be assigned to a certain or identifiable natural person or it cannot be done without a disproportionately large amount of time, money and effort) once the
Information about the type of browser and the version used	Evaluation of the browser used in order to optimize our websites for this purpose	
The Internet service provider of the user	Evaluation of the Internet service provider	
IP address	Display of the website on the respective device	
The data and time of the access	Ensuring the proper operation of the website.	

If necessary, the manufacturer and type designation of the smartphone, tablet or other end devices	Evaluation of the device manufacturer and types of mobile end devices for statistical purposes	respective session is over.
Name of the site accessed	Ensuring the proper operation of the website	
Referrer URL (source URL from which you came to the website)	Ensuring the proper operation of the website	
Log files	Ensuring the proper operation of the website	

Collection, Processing and Use of Your Personal Data

KNOWLEDGE BASE complies with statutory provisions and regulations when collecting, processing and using your personal data. KNOWLEDGE BASE collects, stores and processes your data to fully complete registration or information requests and for their own marketing purposes.

Your personal data is only disclosed to third parties or otherwise if this is required for the purpose of contract execution or billing or you have consented otherwise.

For product trials and quotation requests, KNOWLEDGE BASE requires your correct name and address information. Your e-mail address is required so that KNOWLEDGE BASE can confirm the registration or order entry, provide services (e.g. product downloads) and communicate with you. In addition, the e-mail address is required for identification (customer login).

Your personal data is then deleted if not opposed by retention obligations and if you have made a claim for deletion if the data is no longer required for the purpose intended with the data storage or if its storage is not permitted for other legal reasons.

Personal data is also used to:

- provide content requiring registration, including product downloads, webinars
- conduct market research and provide information about news, offers and promotions, if consent for this was granted;
- improve services on the website for users, which measure the interest in different services,
- offer other services described during the collection of data.

Cookies – General Information

Our website uses cookies. Cookies are text files that are stored in the Internet browser or that are stored by the Internet browser on the user's computer system. If a user accesses a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic string that makes it possible to uniquely identify the browser the next time the website is accessed.

Cookies – Different Types of Cookies

a) Technically required cookies

We use cookies to make our website more user-friendly. Some elements of our website require the accessing browser to be identifiable after switching sites.

(1) Google Tag Manager

We use the following technology of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; "Google"):

For reasons of transparency, we would like to note that we use the Google Tag Manager. The Google Tag Manager itself does not collect any personal data. The Tag Manager makes it easier for us to incorporate and manage our tags/cookies. Tags/cookies are small code elements that, among other things, serve to measure traffic and visitor behavior, to record the effectiveness of online advertising and social channels, to set up remarketing aimed at audience targeting and to test and optimize websites. If you have opted out, this opt-out will be taken into consideration by the Google Tag Manager. For additional information about the Google Tag Manager, see: <https://www.google.com/analytics/tag-manager/use-policy/>

b) Cookies for reach measurement

Cookies for reach measurement collect information about the way our website is used, such as website accesses or error messages. These cookies cannot save any information that permits the user to be identified. The information collected is only aggregated and thus is evaluated in anonymous form.

(1) Google Analytics

This website uses Google Analytics, a web analysis service of Google Inc, (1600 Amphitheatre Parkway Mountain View, CA 94043, USA; "Google").

Google Analytics uses so-called "cookies", text files which are saved on your computer and allow for an analysis of the use of the website by you. The information about your use of this website created by the cookie is usually transmitted to a server of Google in the USA and saved there. However, your IP address is shortened by Google within member states of the European Union or in other contractual states of the Agreement on the European Economic Area in advance. The complete IP address is transmitted to a server of Google in the USA and shortened there only in exceptional cases. The IP address that is transmitted by your browser within the frame of Google Analytics is not combined with other data of Google. On behalf of the operator of this website, Google will use such information for analyzing your use of the website, for compiling reports about the website activities and for rendering additional services that are related to the website use and Internet use towards the website operator. Our legitimate interest in data processing also lies in these purposes. The data sent by us linked with cookies, user IDs or advertisement IDs will automatically be deleted after 14 months. The data whose retention duration has expired is automatically deleted once per month.

You can prevent the saving of cookies with the corresponding settings of your browser software. However, we inform you that you might not be able to use all functions of this website to the full extent in such case. You can also prevent the recording of the data generated by the cookies or data relating to your use of the website (including your IP address) by Google from as well as the

processing of this data by Google by downloading and installing the browser add-on. Opt-out cookies prevent the future collection of your data when you visit this website.

Provider name	Service provider type	Data transfer to third country	Third country	Guarantees as per article 44ff GDPR
Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA;	Order processor	YES	United States of America	Privacy Shield
Data category concerned	Purpose of processing	Legal basis for processing	Duration of storage	Objection
IP address (stored anonymized)	Creation and change of cookie information	Legitimate interest	Until revocation / objection	<p>If you do not agree with the processing for the purposes mentioned, you can always object to this by sending an e-mail to the following e-mail address</p> <p>webmaster@knowbase.co.za</p> <p>You can prevent Google from processing your data by downloading and installing a browser plug-in. More details are available at the following link: HTTPS://SUPPORT.GOOGLE.COM/ANALYTICS/ANSWER/181881?HL=EN</p>
Device-related data, such as device type, operating system model, browser type and version	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	
Use-related information, such as time and duration of use as well as point of origin	Optimization of the website, adaptation of the content as well as aggregated	Legitimate interest	Until revocation / objection	

	usage analysis			
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Google AdWords Conversion

KNOWLEDGE BASE uses the online advertising program “Google AdWords” and also Conversion Tracking as part of Google AdWords. Google Conversion Tracking is an analysis service of Google Inc. (1600 Amphitheatre Parkway, Mountain View, CA 94043, USA; “Google”). When you click on an ad shown by Google, a cookie is placed on your computer for conversion tracking. These cookies have a limited validity, do not contain any personal data and therefore are not used for personal identification. When you visit certain pages of the website and the cookie has not yet expired, it can be identified that you have clicked on the ad and were redirected to this page. Every Google AdWords customer receives a different cookie. In this way, it is impossible for cookies to be tracked through the websites of AdWords customer. The information obtained using the conversion cookie is used to create conversion statistics for AdWords customers who have opted for conversion tracking. In the process, customers learn of the total number of users who have clicked on their ad and who were redirected to a page provided with a conversion tracking tag. However, they do not receive any information that can be used to personally identify users. If you would not like to participate in the tracking, you can object to this use by preventing the installation of cookies through a corresponding settings in your browser software (disable option). You will then not be recorded in the conversion tracking statistics.

Provider name	Service provider type	Data transfer to third country	Third country	Guarantees as per article 44ff GDPR
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Order processor	YES	USA	Privacy Shield
Data category concerned	Purpose of processing	Legal basis for processing	Duration of storage	Objection
IP address (stored anonymized)	Creation and change of cookie information	Legitimate interest	Until revocation / objection	If you do not agree with the processing for the purposes mentioned, you can always object to this by sending and e-mail to the following e-mail address webmaster@knowbase.co.za
Device-related data, such as device type, operating system model, browser type and version	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	

Use-related information, such as time and duration of use as well as point of origin	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	
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(3) GA Audiences

KNOWLEDGE BASE uses the remarketing (or “similar target groups”) feature of Google Inc. (“Google”) on its website. This feature can be used to specifically address website visitors with advertisements that are customized to their interests when they visit websites in the Google Display Network. Google uses cookies to analyze the website use, which is the basis for creating the ads based on personal interests. For this purpose, Google saves a small file with a series of numbers in the website visitors’ browsers. This number is used to record the website visits as well as anonymized data about the use of the website. No personal data about the website visitor is saved. If you then visit a different website in the Google Display Network, you will be shown advertisements that very likely take into account previously accessed product and information areas. You can permanently disable the use of cookies by Google by going to the following link and downloading and installing the plug-in provided: [HTTPS://WWW.GOOGLE.COM/SETTINGS/ADS/PLUGIN](https://www.google.com/settings/ads/plugin)

Alternatively, you can disable the use of cookies by third party providers by accessing the opt-out page of the Network Advertising Initiative at [HTTP://WWW.NETWORKADVERTISING.ORG/CHOICES/](http://www.networkadvertising.org/choices/) and implementing the additional opt-out information mentioned there. You can find more detailed information about Google remarketing as well as the privacy policy of Google at: [HTTP://WWW.GOOGLE.COM/PRIVACY/AD](http://www.google.com/privacy/ad)

Provider name	Service provider type	Data transfer to third country	Third country	Guarantees as per article 44ff GDPR
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Order processor	YES	USA	Privacy Shield
Data category concerned	Purpose of processing	Legal basis for processing	Duration of storage	Objection
IP address (stored anonymized)	Creation and change of cookie information	Legitimate interest	Until revocation / objection	If you do not agree with the processing for the purposes mentioned, you can always

Device-related data, such as device type, operating system model, browser type and version	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	object to this by sending an e-mail to the following e-mail address webmaster@knowbase.co.za
Use-related information, such as time and duration of use as well as point of origin	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	

(4) Google AdWords User Lists

KNOWLEDGE BASE uses the remarketing (or “similar target groups”) feature of Google Inc. (“Google”) on its website. This feature can be used to specifically address website visitors with advertisements that are customized to their interests when they visit websites in the Google Display Network. KNOWLEDGE BASE sends Google a non-reversible, non-personal checksum (hash value) from your usage data. Your data cannot be identified through this hashing process (pseudonymization) and it cannot be used for other purposes.

Google uses cookies to analyze the website use, which is the basis for creating the ads based on personal interests. For this purpose, Google saves a small file with a series of numbers in the website visitors’ browsers. This number is used to record the website visits as well as anonymized data about the use of the website. No personal data about the website visitor is saved. If you then visit a different website in the Google Display Network, you will be shown advertisements that very likely take into account previously accessed product and information areas. You can permanently disable the use of cookies by Google by going to the following link and downloading and installing the plug-in provided: [HTTPS://WWW.GOOGLE.COM/SETTINGS/ADS/PLUGIN](https://www.google.com/settings/ads/plugin)

Alternatively, you can disable the use of cookies by third party providers by accessing the opt-out page of the Network Advertising Initiative at [HTTP://WWW.NETWORKADVERTISING.ORG/CHOICES/](http://www.networkadvertising.org/choices/) and implementing the additional opt-out information mentioned there. You can find more detailed information about Google remarketing as well as the privacy policy of Google at: [HTTP://WWW.GOOGLE.COM/PRIVACY/AD](http://www.google.com/privacy/ad)

Provider name	Service provider type	Data transfer to third country	Third country	Guarantees as per article 44ff GDPR
Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA	Order processor	YES	USA	Privacy Shield

Data category concerned	Purpose of processing	Legal basis for processing	Duration of storage	Objection
IP address (stored anonymized)	Creation and change of cookie information	Legitimate interest	Until revocation / objection	If you do not agree with the processing for the purposes mentioned, you can always object to this by sending and e-mail to the following e-mail address webmaster@knowbase.co.za
Device-related data, such as device type, operating system model, browser type and version	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	
Use-related information, such as time and duration of use as well as point of origin	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	

LinkedIn Analytics

KNOWLEDGE BASE uses features of the LinkedIn network. The provider is LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA. A connection to LinkedIn servers is established every time our website is accessed, which contains features from LinkedIn. LinkedIn is informed that you have visited our website with your IP address. If you click the “Recommend button” of LinkedIn and are logged into your account, LinkedIn is able to assign your visit to our website to you and your user account. It must be pointed out that KNOWLEDGE BASE has no knowledge of the content of the data transmitted as well as its use by LinkedIn. You can find additional information in the privacy policy of LinkedIn at: WWW.LINKEDIN.COM/LEGAL/PRIVACY-POLICY

Provider name	Service provider type	Data transfer to third country	Third country	Guarantees as per article 44ff GDPR
LinkedIn Corporation, 2029 Stierlin Court, Mountain View, CA 94043, USA	Order processor	YES	USA	Privacy Shield

Data category concerned	Purpose of processing	Legal basis for processing	Duration of storage	Objection
IP address (stored anonymized)	Creation and change of cookie information	Legitimate interest	Until revocation / objection	If you do not agree with the processing for the purposes mentioned, you can always object to this by sending an e-mail to the following e-mail address webmaster@knowbase.co.za
Device-related data, such as device type, operating system model, browser type and version	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	
Use-related information, such as time and duration of use as well as point of origin	Optimization of the website, adaptation of the content as well as aggregated usage analysis	Legitimate interest	Until revocation / objection	

Newsletter

The newsletter informs you about KNOWLEDGE BASE and its associated offers. If you would like to receive the newsletter, KNOWLEDGE BASE will need a valid e-mail address from you as well as information that allows them to verify that you are the owner of said e-mail address or its owner agrees to receive the newsletter.

By signing up for the newsletter, your IP address and the date of registration will be saved. This information is only saved as proof in the case that a third party misuses your e-mail address and signs you up to receive the newsletter without the knowledge of the entitled person.

You can always revoke your consent to store data, the e-mail address as well as its use to send the newsletter. You can revoke your consent through the unsubscribe link in the newsletters themselves or by sending an email to webmaster@knowbase.co.za

Forms

You can contact us via our contact form or receive free content (including test version) via our forms. We will of course only use the personal data sent to us in this way for the purpose you provide us when you contacted us.

Data	Purpose of processing	Legal basis for processing	Duration of storage
IP address when logging in	Transmission of the form content to the web server	Consent / initiation / execution of the contractual relationship	Until revocation / objection
Title	Direct approach	Consent / initiation / execution of the contractual relationship	Until revocation / objection
First name	Direct approach	Consent / initiation / execution of the contractual relationship	Until revocation / objection
Last name	Direct approach	Consent / initiation / execution of the contractual relationship	Until revocation / objection
Issue	Response to the issue	Consent / initiation / execution of the contractual relationship	Until revocation / objection
E-mail address	Response to the issue	Consent / initiation / execution of the contractual relationship	Until revocation / objection
Telephone number	Response to the issue	Consent / initiation / execution of the contractual relationship	Until revocation / objection
Address	Improved processing of the inquiry	Consent / initiation / execution of the contractual relationship	Until revocation / objection
Company address	Improved processing of the inquiry	Consent / initiation / execution of the contractual relationship	Until revocation / objection

Disclosure of Data

Your personal data is not sent to third parties for purposes other than those listed.

We only disclose your personal data to third parties if:

- you have given your express consent to do so,
- the disclosure is required to assert, exercise or defend legal claims and there is no reason to assume that you have a predominant legitimate interest in the non-disclosure of your data,
- in the event that there is a legal obligation to disclose, as well as
- this is legally permissible and is required to implement contractual relationships with you.

The high European level of data protection generally does not exist for data transmission outside of the European Union. During data transmission, it may occur that there is currently no adequacy decision of the EU Commission in the sense of article 45 (1) (3) GDPR. In other words, the EU Commission has so far not positively determined that the country-specific data protection level corresponds to the data protection level of the European Union based on the GDPR, which is why we have created the aforementioned appropriate guarantees.

Possible risks that cannot be completely ruled out in connection with the data transfer in particular are:

- Your personal data could possibly be processed beyond its intended purpose.
- In addition, it is possible that you may not be able to sustainably assert or enforce your data protection rights, such as your right to information, correction, deletion or data transferability.
- There may also be a greater likelihood that there can be an incorrect data processing and the protection of the personal data does not fully quantitatively and qualitatively correspond to the requirements of the GDPR.

Briefing on the rights of the party concerned

Each party concerned has the right to information as per article 15 GDPR, the right to correction as per article 16 GDPR, the right to deletion as per article 17 GDPR, the right to restriction of processing as per article 18 GDPR, the right to object as per article 21 GDPR as well as the right to data transferability as per article 20 GDPR. The restrictions as per §§ 34 and 35 BDSG [Federal Data Protection Act] apply for the right to information and the right to deletion.

Briefing on the option to complain

You also have the right to complain to the competent data supervisory authority about our processing of your personal data.

Briefing on the revocation of consent

You can always revoke your consent given to us to process personal data. This also applies to the revocation of declarations of consent, which have been given to us before the General Data

Protection Regulation came into effect, i.e. before May 25, 2018. Please note that this revocation only be effective for the future. It does not affect processing that has occurred prior to the revocation.

Rights in the event of data processing for direct mail advertising

As per article 21 (2) GDPR, you have the right to object to the processing of personal data concerning you at any time. If you do object to the processing for the purposes of direct mail advertising, we will no longer process your personal data for these purposes. Please note that this objection only be effective for the future. It does not affect processing that has occurred prior to the objection.

Note on the right to object in the case of a consideration of interests

If we base the processing of your personal data on a consideration of interests, you can object to the processing. If such an objection is exercised, we ask you to explain the reasons why we should not process your personal data as we have described it. In the case of your justified objection, we will check the situation and either stop or adjust the data processing or explain to you our compelling legitimate reasons.

Links to other websites

Our websites may contain links to websites of other providers. Please note that this privacy policy only applies to the websites of KNOWLEDGE BASE Software. We have no influence over this and do not control whether other providers comply with the applicable data protection regulations.

Changes to the privacy policy

We reserve the right to modify or adjust this privacy policy at any time while observing the applicable data protection regulations.