

## Zinzo.com

This Privacy Policy applies to information that we collect about you when you use our website Zinzo.com or make use of the services offered by Zinzo. Throughout this Privacy Policy we'll refer to our website and services as "Services." Below we explain how we collect, use, and share information about you, along with the choices that you have with respect to that information

### Information we collect

We only collect information about you if we have a reason to do so. For example, to provide our Services, to communicate with you, or to make our Services better. We collect information in two ways: if and when you provide information to us and automatically through operating our Services. Let's go over the information that we collect.

### Information You Provide to Us

It's probably no surprise that we collect information that you provide to us. The amount and type of information depends on the context and how we use the information. Here are some examples:

- **Basic Account Information** in order to set up an account for the Zinzo performance tools. For example, we require individuals who sign up to provide an email address and name.
- **Payment Information** if you use our paid Services. You may also provide us with information about your financial account to set up a payments integration, such as the email address for your PayPal account.
- **Communications With Us:** You may also provide us information when you respond to surveys, communicate with our technical consultants about your E-commerce needs, or with our customer service about a support question.

### Information We Collect Automatically

We also collect some information automatically:

- **Log Information:** Like most online service providers, we collect information that web browsers, mobile devices, and servers typically make available, such as the browser type, IP address, unique device identifiers, language preference, referring site, the date and time of access, operating system, and mobile network information on web vitals.
- **Usage Information:** We collect information about your usage of our Services. We use this information to, for example, get insights on how people use our Services, so we can make our Services better.
- **Information from Cookies & Other Technologies:** A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Pixel tags (also called web beacons) are small blocks of code placed on websites and emails.

## How we use information?

We may use the information we collect from you as mentioned above and for the purposes listed below:

- To provide our Services, for example, to set up and maintain your account, do development work on your (staging) website, or charge you for any of our paid Services.
- To further develop and improve our Services, for example by adding new features that we think our clients will benefit or will help them improve their website performance more efficiently.
- To monitor and analyze performance trends and better understand how users interact with our Services, which helps us improve our Services and make them easier to use.
- To monitor our clients websites for the duration of Zinzo performance Services, to protect the security of our Services, detect and prevent negative performance influences.
- To communicate with you, for example through an email, about new developments or new promotions offered by Zinzo.com we think will be of interest to you.
- To personalize your experience using our Services.

## Legal Bases for Collecting and Using Information

A note here for those in the European Union about our legal grounds for processing information about you under EU data protection laws, which is that our use of your information is based on the grounds that: (1) The use is necessary in order to fulfill our commitments to you under our Terms of Service or other agreements with you or is necessary to administer your account--for example, in order to enable access to our website on your device or charge you for a paid plan; or (2) The use is necessary for compliance with a legal obligation; or (3) The use is necessary in order to protect your vital interests or those of another person; or (4) We have a legitimate interest in using your information--for example, to provide and update our Services, to improve our Services so that we can offer you an even better user experience, to safeguard our Services, to communicate with you, to measure, gauge, and improve the effectiveness of our advertising, and better understand user retention and attrition, to monitor and prevent any problems with our Services, and to personalize your experience; or (5) You have given us your consent--for example before we place certain cookies on your device and access and analyze them later on.

## Sharing Information

### How We Share Information

We do not sell our clients' information. We share information about you in the limited circumstances spelled out below and with appropriate safeguards on your privacy:

- **Subsidiaries, Employees, and Independent Contractors:** We may disclose information about you to our subsidiaries, our employees, and individuals who are our independent contractors that need to know the information in order to help us provide our Services or to process the information on our behalf. We require our subsidiaries, employees, and independent contractors to follow this Privacy Policy for personal information that we share with them.

- **Third Party Vendors:** We may share information about you with third party vendors who need to know information about you in order to provide their services to us, or to provide their services to you or your site. This group includes vendors that help us provide our Services to you (like payment providers that process your credit and debit card information, fraud prevention services that allow us to analyze fraudulent payment transactions, postal and email delivery services that help us stay in touch with you, customer chat and email support services that help us communicate with you, registrars, registries, and data escrow services that allow us to provide domain registration services), those that assist us with our marketing efforts (e.g. by providing tools for identifying a specific marketing target group or improving our marketing campaigns), those that help us understand and enhance our Services (like analytics providers), who may need information about you in order to, for example, provide technical or other support services to you. We require vendors to agree to privacy commitments in order to share information with them.

- **Legal Requests:** We may disclose information about you in response to a subpoena, court order, or other governmental request.

- **To Protect Rights, Property, and Others:** We may disclose information about you when we believe in good faith that disclosure is reasonably necessary to protect the property or rights of Zinzo.com, third parties, or the public at large. For example, if we have a good faith belief that there is an imminent danger of death or serious physical injury, we may disclose information related to the emergency without delay.

- **Business Transfers:** In connection with any merger, sale of company assets, or acquisition of all or a portion of our business by another company, or in the unlikely event that Zinzo.com goes out of business or enters bankruptcy, clients information would likely be one of the assets that is transferred or acquired by a third party. If any of these events were to happen, this Privacy Policy would continue to apply to your information and the party receiving your information may continue to use your information, but only consistent with this Privacy Policy.

- **With Your Consent:** We may share and disclose information with your consent or at your direction. For example, we may share your information with third parties with which you authorize us to do so, such as the social media services that you connect to your site through our Publicize feature.

- **Aggregated or De-Identified Information:** We may share information that has been aggregated or reasonably de-identified, so that the information could not reasonably be used to identify you. For instance, we may publish aggregate statistics about the use of our Services and we may share a hashed version of your email address to facilitate customized ad campaigns on other platforms.

## How Long We Keep Information

We generally discard information about you when we no longer need the information for the purposes for which we collect and use it--which are described in the section above on How and Why We Use Information--and we are not legally required to continue to keep it. For example, we keep the web server logs that record information about a visitor to our website of Service, such as the visitor's IP address, browser type, and operating system, for approximately 30 days. We retain the logs for this period of time in order to, among other things, analyze traffic to our website and investigate issues if something goes wrong on one of our websites. After the thirty days are up, the deleted content may remain on our backups and caches until purged.

## Security

While no online, digital service is 100% secure, we work very hard to protect information about you against unauthorized access, use, alteration, or destruction, and take reasonable measures to do so, such as monitoring our Services for potential vulnerabilities and attacks.

Your personal information is contained behind secured networks and is only accessible by a limited number of persons who have special access rights to such systems, and are required to keep the information confidential. In addition, all sensitive information you supply is encrypted via Secure Socket Layer (SSL) technology. All transactions are processed through a gateway provider and are not stored or processed on our servers.

We take the greatest care to protect your data and information.

## Choices

You have several choices available when it comes to information about you:

- **Set Your Browser to Reject Cookies:** At this time, Zinzo.com does not respond to “do not track” signals in our Services. However, you can usually choose to set your browser to remove or reject browser cookies before using Zinzo.com Services, with the drawback that certain features of Zinzo.com Services may not function properly without the aid of cookies.

- **Close Your Account:** While we’d be very sad to see you go, if you no longer want to use our Services you can close your Zinzo.com account. Please keep in mind that we may continue to retain your information after closing your account, as described in How Long We Keep Information above--for example, when that information is reasonably needed to comply with (or demonstrate our compliance with) legal obligations such as law enforcement requests, or reasonably needed for our legitimate business interests.

## Your Rights

If you are located in certain countries, including those that fall under the scope of the European General Data Protection Regulation (AKA the “GDPR”), data protection laws give you rights with respect to your personal data, subject to any exemptions provided by the law, including the rights to:

- Request access to your personal data;
- Request correction or deletion of your personal data;
- Object to our use and processing of your personal data;
- Request that we limit our use and processing of your personal data; and
- Request portability of your personal data.

You can usually access, correct, or delete your personal data using your account settings and tools that we offer, but if you aren’t able to do that, or you would like to contact us about one of the other rights, scroll down to How to Reach Us to, well, find out how to reach us. EU individuals also have the right to make a complaint to a government supervisory authority.

## **Controllers and Responsible Companies**

Zinzo.com is a subsidiary of Aegirsson B.V. All clients that entered into the contract under the Terms of Service for the product or Service you use. Aegirsson B.V. is controller of the personal information, which means that it is the company responsible for processing that information.

## **How to Reach Us**

If you have a question about this Privacy Policy, or you would like to contact us about any of the rights mentioned in the Your Rights section above, please contact us:

hello@zinzo.com

## **Privacy Policy Changes**

Although most changes are likely to be minor, Zinzo.com may change its Privacy Policy from time to time. Zinzo.com encourages visitors to frequently check this page for any changes to its Privacy Policy. If we make changes, we will notify you by revising the change log below, and, in some cases, we may provide additional notice or sending you a notification through email or your dashboard. Your further use of the Services after a change to our Privacy Policy will be subject to the updated policy.

That's it! Thanks for reading.

Team Zinzo

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