



**HIGHSOFT**

# **Website Privacy Policy**

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# Index

<b>Who we are</b>	<b>4</b>
<b>Introduction</b>	<b>4</b>
How we collect your information	4
Why we collect your information	4
Information storage and security	5
<b>When you use our website</b>	<b>5</b>
Cookies	5
Web beacons	6
UTM codes	6
Google reCAPTCHA	6
Bing Custom Search	6
Why do we collect this information?	7
What do we do with your information?	7
How long do we keep your information for?	7
Additional rights as a data subject	7
<b>When you submit an enquiry via our website or social media</b>	<b>7</b>
Why do we collect this information?	8
What do we do with your information?	8
How long do we keep your information for?	9
Additional rights as a data subject	9
<b>When you submit a survey, participate in a competition, submit code or blog, or apply for a job</b>	<b>9</b>
Why do we collect this information?	9
What do we do with your information?	9
How long do we keep your information for?	10
Additional rights as a data subject	10
<b>When you purchase a license or subscription from our website</b>	<b>10</b>
Why do we collect this information?	10
What do we do with your information?	11
How long do we keep your information for?	11
Additional rights as a data subject	12
<b>When you sign up to receive our newsletter</b>	<b>12</b>

Why do we collect this information?	12
What do we do with your information?	13
How long do we keep your information for?	13
Additional rights as a data subject	13
<b>When you use our Export Server</b>	<b>13</b>
What do we do with your chart data?	14
How long do we keep your data for?	14
Additional rights as a data subject	14
<b>When you use Highcharts Cloud</b>	<b>14</b>
Why do we collect this information?	15
What do we do with your information?	15
How long do we keep your information for?	15
Additional rights as a data subject	15
<b>When you use our JS tool, Wrappers, and Editor and CDN</b>	<b>16</b>
<b>Your rights as a data subject</b>	<b>16</b>
Your right to complain	16
Legal Requirements	17
Retention	17
Right to be forgotten	17
<b>Our Policy Toward Children</b>	<b>17</b>
<b>Updates to this privacy policy</b>	<b>18</b>

## Who we are

We are Highsoft AS. Our address is Sentrumsgata 44, 6893 Vik i Sogn, Norway.

You can contact us by postal mail at the above address, or by email at [privacy@highsoft.com](mailto:privacy@highsoft.com).

You can read more about us [here](#).

In collecting information about you, we are acting as a data controller and we are required to provide you with information about why and how we collect and use your data, and about the rights you have over your data.

We are not required to have a data protection officer. Any enquiries about our use of your personal data should be addressed to the contact details above.

## Introduction

Highsoft is committed to protecting your privacy. Any and all information collected is safeguarded according to the applicable legislation concerning personal data and is updated to comply to the European Union's General Data Protection Regulation (GDPR) from May 25, 2018.

This privacy policy outlines the information, including any personal data we collect when you use and interact with our website and services.

## How we collect your information

In the course of providing content, products and services to our visitors and customers, we collect or receive information about you in different ways.

You provide some data directly, and some data we get by collecting data about your interactions, usages and experiences with our website, products and services. When collecting your data we will give you the chance to choose what information to provide for e.g. enabling us to market and promote products or services.

We collect and process personal data about you only where we have legal basis for doing so under applicable EU laws, even if you are located outside the EEA.

## Why we collect your information

We collect information in order to be able to understand, analyze and improve our website and services. In some cases, we may require certain information in order to provide certain products and services and to ensure our services and offerings are performing optimal, and to protect our, and your legal rights and interests.

## Information storage and security

Highsoft will make every commercially viable measure to secure your data according to GDPR guidelines. We rely on third-party partners for some of the features and functionality on our website and services. We collect data about you and your use of our website and services. We have Data protection Agreements (DPA) with all third-party data processors that commits them to provide an appropriate level of safeguards for your personal data, which includes compliance to GDPR.

Most of our data is collected and processed within EEA. For processing that is taking place outside EEA, we have in addition provided appropriate safeguards by ensuring that our partners are either committed to Privacy Shield or that they have accepted the EU standard contractual clauses.

Below you will find more information about how we collect and process information, including how we use third-party partners in connection with our services.

## When you use our website

This section details the information we collect from you when you use our website to browse our products and services and view the content we make available. The data we collect are necessary for some functionality to work properly. Some data are collected to obtain insights from our website and marketing efforts.

Our legal basis for collecting information described in this section is based on legitimate interest, in reference to Article 6-1(f) of the GDPR, or consent in reference to Article 6-1(a) of the GDPR. The below mechanisms are used to collect information about you when you visit our website.

## Cookies

Cookies are small pieces of text sent by a website and stored on your computer by your web browser. A cookie file is stored in your web browser and allows the service or a third-party to recognize you and make your next visit easier and the service more useful to you.

Please refer to our [cookie policy](#) for detailed information on which cookies we set when visiting our website and using our services, including what purpose each serve.

We use JSFiddle to display code demos and samples on our webpages and on our blog. JSFiddle does not track personal data but sets a session cookie to prevent cross-domain attacks in the embedded code samples. Please refer to [JS Fiddle terms of service and privacy policy](#) for additional information.

We use website analytics services called Google Analytics, Google Ads, Google Tag Manager and Unbounce to record usage and performance data on website and web-services.

We aggregate anonymized data based on e.g. the date you visit the site, how often you come to this site, what pages you visit when you do so, and what other sites you used prior to coming to this site, observing trends, visitor numbers and behavior. We have followed all best practices provided by Google to avoid sending personal data like e.g. IP addresses or your detailed location. We have ensured that the data we collect through Google Analytics are anonymized in such a manner that it can not be used to re-identify you.

## Web beacons

Pages on our site and emails we send to our users may contain web beacons. Web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) are small electronic file references that are embedded onto a web page or an email to analyze traffic, for example, whether a user has successfully opened an email, visited a page or completed a purchase.

In contrast to cookies, which are stored on a user's computer hard drive, web beacons are rendered invisibly on web pages when you open a page.

## UTM codes

We may also make use of UTM codes. These are strings that are appended to a URL (the "Uniform Resource Locator," which is typically the http or https address entered to go to a web page) when a user moves from one web page or website to another, where the string can represent information about browsing, such as which promotion, page, or publisher sent the user to the receiving website.

UTM codes are used to enhance our web analytics solutions to understand, for example, if your journey on our site started with a newsletter or ad campaign.

## Google reCAPTCHA

In the prevention of spam and abuse, we use the reCAPTCHA feature of Google on our website. This function is primarily used to distinguish whether an input is made by a natural person or abusive by automated processing. The service includes the sending of the IP address and possibly other data required by Google for the reCAPTCHA service to Google. Additional information about Google reCAPTCHA and Google's privacy policy can be found [here](#).

## Bing Custom Search

Our API documentation utilizes Bing Custom Search in order to implement free text searching in our documentation. Microsoft will use search data to improve Microsoft products and services. For more information about the data collected by Microsoft, please refer to their [Online Services Terms](#).

## Why do we collect this information?

Some tracking mechanisms are considered necessary and is required in order to provide certain functionality like navigation and search. Other tracking mechanisms are essential for us in order to understand how our visitors find and use our site. We also monitor our website performance, such as what pages our visitors navigate to, what FAQ's you read and other data that lets us understand how to improve our service and offerings, as well as measuring marketing efforts and user experience to ensure intended and proper functionality.

If you do not want us to track your website interactions even though it is anonymously, you may revise your cookie preferences on our website. We will not deny you access to our site or services should you choose to decline the use of such tracking mechanisms, but when declined, there may be cases where the user experience is not optimal.

## What do we do with your information?

Besides the functionality necessary for our website and services to function, we may use portions or aggregated numbers for internal marketing presentations or use Google Data Studio for analytics.

We do not share or sell any information collected, even when anonymized. Google provides some additional [privacy options for Google Analytics cookies](#).

## How long do we keep your information for?

The information we collect will be anonymized and kept for a maximum of 38 months. Google provides some additional [privacy terms](#).

## Additional rights as a data subject

In collecting this information, we are acting as a data controller and you have additional rights with regards to the data we store and process, which are outlined in the section below called '[Your rights as a data subject](#)'.

## When you submit an enquiry via our website or social media

Our legal basis for processing and collecting your personal data when you contact us via our website is based on contractual obligations in reference to Article 6-1(b) of the GDPR. We will ask for a minimum set of information in order to reply to a technical or sales support question, or other enquiries.

Our legal basis for collection information on you when you contact us via Social Media is based on our legitimate interest to provide you with the most accurate response in a timely manner in reference to Article 6-1(f) of the GDPR.

When you submit an enquiry via our website, we may ask you for your company name, email address and a brief description of your enquiry. We will always ask for the minimum of information needed to best be able to serve you based on your type of enquiry.

## Why do we collect this information?

We will use your information to respond to your enquiry and hopefully to provide you with the information you need, including providing you with any requested information about our products and services. We do this in order to take steps at your request prior to entering into a contract e.g. as part of pre-sales activity.

We may also email you several times after your enquiry in order to follow up on your interest and ensure that we have answered to your satisfaction. We will do this based on our legitimate interest to provide support or in providing accurate information prior to a sale or otherwise assist you in a request for information.

## What do we do with your information?

When you ask us a question in social media, like Facebook, Twitter, Instagram or LinkedIn, we will reply to your enquiry directly in that platform. No data will be sent automatically to other systems, although we encourage you to contact us via our website. We will also have access to aggregate insights to visitor activity on our social media accounts, as well as any individual public activity, such as liking, posting or commenting on our accounts. For all interactions on our social media accounts, we hold a shared data controller role of your data along with the social media platform.

Regardless of how you contacted us, we may share your question/problem in in our internal email provided by Google or chat platform provided by Slack for internal support in providing you with a solution, but will exclude any personal data.

Your sales related enquiry is stored and processed by Salesforce and also as an email which is hosted by Google.

Technical Support enquiries are stored and processed by Fogbugz and also as an email which is hosted by Google.

Our support enquiries are handled by our partner, Black Label. Our partners will have access to the minimum of information needed to provide support.

We may send you information that we think will be of interest to you with respect to your inquiry.

## How long do we keep your information for?

Enquiries you make that are not of a financial or legal nature (e.g. purchasing a product or service) will be removed from our records if you are inactive for more than 2 years, unless you explicitly consent to us storing your information for the purposes of keeping you updated on our products and services (in such case, see below [‘when you sign up to receive Newsletters’](#) on how we handle your data).

## Additional rights as a data subject

In collecting this information, we are acting as a data controller and you have additional rights with regards to the data we store and process, which are outlined in the section below called [‘Your rights as a data subject’](#).

## **When you submit a survey, participate in a competition, submit code or blog, or apply for a job**

This section tells you about the information we collect from you when you submit a survey, participate in a competition, submit code examples or blog to us via our website. Our legal basis for processing and collecting your personal data is based on consent Article 6-1(a) of the GDPR.

Along with your contribution we may ask you for your email address, and optionally other information about your interests, preferences, etc. as relevant to the particular submission.

## Why do we collect this information?

Depending on your enquiry we will e.g. need personal data to contact you, highlight your contribution on our website, to evaluate if you are a candidate for a job, and other relevant information pertaining to the nature of the enquiry. We will not collect or accepted this information without your explicit consent.

## What do we do with your information?

We will store and process the information you share with us in our Marketing Automation tool or HR-tool depending on the type of request. We may publish your submission to our website, in the event that was the purpose of the submission. Further details will be provided upon initial contact. We will use your information to provide the information you need related to your enquiry. With your explicit consent we will also keep your information to periodically provide you with news and information about our products, services and company, which we feel might be of greatest interest to you.

We may ask for your consent to retain your information in our systems in order to send you further information that we think may be of interest to you. We will only send you updates and information for as long as you continue to consent. You may unsubscribe to such automated contact at any time by clicking the unsubscribe link at the bottom of any email newsletter you receive.

If you post a comment on our site, we won't use your email address except to send you update notices about the specific entry you commented, or to initiate a private one-to-one email conversation with you about your post.

## How long do we keep your information for?

Your information is kept for as long as you continue to consent, but we cease to send you updates and will remove your data from our records if you are inactive for more than 2 years. Inactive, in this respect, means that you have not read any of the newsletters we have sent you. You may opt out such updates at any time, which will result in the prompt deletion of any non-legal or financial information we have about you.

When you apply for a job, your information will be removed from our database once the position is filled, or until - if applicable - you are no longer considered for the position. The information will not be stored for longer than 3 months after your submission.

## Additional rights as a data subject

In collecting this information, we are acting as a data controller and you have additional rights with regards to the data we store and process, which are outlined in the section below called '[Your rights as a data subject](#)'.

## When you purchase a license or subscription from our website

This section outlines the information we collect from you when you purchase a product from our website. Our legal basis for processing and collecting your personal data is based on fulfilling legal obligations in reference to Article 6-1(c) of the GDPR or contractual obligations in reference to Article 6-1(b) of the GDPR.

When you purchase from us online, we ask you for your name, billing address, email address, company name, and we collect your IP address.

## Why do we collect this information?

This information is required in order to process your payment, deliver products or services, and to comply with applicable tax/revenue laws. We will use your email address to send you a

receipt after purchase and contact you regarding your purchase or otherwise ask for information necessary to fulfil our contract with you.

## What do we do with your information?

We use third party vendors to store and process payments. These vendors are Magento, Nets, PayPal, American Express and Recurly, and they all adheres to the PCI Data Security Standard (PCI DSS) for Service Providers. Magento is hosted by Trollweb, a subsidiary of Visma. Your IP address, email address, credit card details are passed on to Nets, PayPal, American Express or Recurly. Highsoft does not store or process your credit card or PayPal information.

Wire transfers go through DNB Bank ASA.

When you purchase a license with a PO and/or a Custom license agreement the PO, License Agreement and other relevant information related to the license will be stored in our Google Teams Drive account.

When you register for a non-commercial license, we ask for your name, email address, intended usage and the company institution name, to verify the free usage.

Your name, billing address, email, company name and other optional information you provide during the purchase process is stored in our CMS Magento, and CRM Salesforce and is not shared with any third parties.

We may use this information to contact you by email when your Support or Maintenance release is about to expire, when a new version of our product is released or with other information that we think will be useful based on your previous interactions with us.

Anonymized data may also be sent to Google Data Studio for analyzing our performance internally.

We do not use the information you provide to make any automated decisions that might affect you.

For more information please see [Privacy Policy for Online Purchase here](#).

## How long do we keep your information for?

Information about the transaction is kept for however long necessary to comply with applicable tax/revenue laws, which under current laws is 10 years.

## Additional rights as a data subject

In collecting this information, we are acting as a data controller and you have additional rights with regards to the data we store and process, which are outlined in the section below called [‘Your rights as a data subject’](#).

## When you sign up to receive our newsletter

This section outlines the information we collect from you when you sign up to receive our newsletter or sign up to receive notifications for new product releases. Our legal basis for processing and collecting your personal data is based on consent in reference to Article 6-1(a) of the GDPR.

When you sign up to receive our newsletter or product release email, we will ask you for your first name and email address, and optionally other information about your interests, preferences, etc. We will collect your IP address and information about what kind of newsletter content that you engage with, e.g. which stories you want to learn more about by clicking on “read more” links next to story summaries.

Upon registration you will receive an email to confirm your registration, unless you act upon that email, you will not be enrolled to our Newsletter list.

You may unsubscribe at any time by clicking the unsubscribe link at the bottom of any newsletter you receive.

## Why do we collect this information?

The email address will be used to periodically provide you with news and information about our products, services and company, which we feel might be of interest to you. We ask for your first name because we are on a first name basis with all our friends. Other optional information we ask for will be used to make sure we send you relevant information and to spot trends. We collect your IP address to prevent fraud, and identify geographical clusters of customers so we may serve you better.

We use web beacons to detect whether you have opened the newsletter we send or not. This is to keep track of your engagement and ensure we send you relevant information or if you have been inactive for more than the retention limit, we will ensure that your email will be deleted from our database.

[Read more about web beacons here.](#)

We use UTM codes to identify specific sources of traffic and to customize content but never used for profiling or other user identifiable tracking.

[Read more about UTM codes here.](#)

## What do we do with your information?

Your newsletter subscription is stored and processed in our locally hosted Marketing automation tool called Mautic.

We may ask for your consent to retain your information in our systems in order to send you further information that we think may be of interest to you.

## How long do we keep your information for?

Your information is kept for as long as you continue to consent to receive our newsletter, but we cease to send you updates and will remove your data from our records if you are inactive for more than 2 years. Inactive, in this respect, means that you have not read any of the newsletters we have sent you. You may also opt out such updates at any time, which will result in the prompt removal of you from our mailing list, along with any data regarding your newsletter usage.

## Additional rights as a data subject

In collecting this information, we are acting as a data controller and you have additional rights with regards to the data we store and process on you, which are outlined in the section below called *Your rights as a data subject*.

## When you use our Export Server

This section outlines the information we collect from you when you use our Export Server. If you choose to make use of this service, our legal basis for collecting information falls under the premise of contractual obligations in reference to Article 6-1 (b), as this is a service that you can use optionally, when you have purchased a license from us, and by using it, you agree to us processing your chart - data. No personal data will be processed in the export server.

The export server converts either a chart configuration (in JSON format) or a vectorized chart (in SVG format) to one of several possible output formats (namely PNG/JPEG/SVG/PDF). This is offered as a service to our customers in order to convert charts to e.g. print-ready formats.

When using the export server, either as an API service, or indirectly through the export module in Highcharts/Highstock/Highmaps, your chart is sent to our server. This is the default behavior of the export module. We also have an offline export module which operates without the need for a web service, however this is not fully compatible with all browsers and formats.

The file is publicly available, as it must be for the service to work, however the filenames are created using UUID's and as such it is highly unlikely that anyone would be able to guess the filenames within the lifespan of the files. The export server itself is also fully open source, so you are free to host your own server should your company policies require more control over the exporting process.

## What do we do with your chart data?

We use the chart data in order to convert your chart to the desired output format.

## How long do we keep your data for?

When not using async exporting, the result from the chart export will be stored on our server for 15 minutes before it deletes itself.

## Additional rights as a data subject

In collecting this information, we are acting as a data controller and you have additional rights with regards to the data we store and process, which are outlined in the section below called ['Your rights as a data subject'](#).

## When you use Highcharts Cloud

This section outlines the information we collect from you when you are using our Software as a Service (SaaS), Highcharts Cloud.

When you sign up to use Highcharts Cloud we will ask for information and process it as set forth in ['When you purchase a license or subscription'](#) above.

When you use or evaluate our services, or when you are using our service as an anonymous user we will use and process your information as set forth in ['When you visit our website'](#) above.

Specifically for Highcharts Cloud we will in addition to what we describe above, also collect aggregated data about how users use our service. Highcharts Cloud uses cookies, to track how you use the service, in order to monitor and improve our products and services. For more information on which cookies are required when using Highcharts Cloud, please refer to our [cookie policy](#).

## Why do we collect this information?

In order to use Highcharts Cloud you need to register through an OAuth provider or through an email/password combination. As such, access to your account may be authenticated by signups/logins with email/password or by signing in using your Google account. We will need it to register you as a user of our service, and to authenticate you as the owner of the data stored within your account. By using our service, you must allow that user credentials such as your email and an authentication token are sent to us. We will use this information to verify future logins. We may also use your email to send you product updates, or otherwise communicate with you to ensure you get the most out of using our service. Such communication is separate from any other optional newsletters you might subscribe to. Your user credentials are always safely encrypted.

Charts created with Highcharts Cloud log views through an Ajax call to our own servers. The information we gather through this view counter is limited to referrer and user agent and is used for statistics (e.g. chart view counters, and an overview of referrers).

Highsoft use this information to be able to provide our service, for identification and authorization of users, and to be able to contact you. We will also need information in order to process the transaction, and to comply with applicable tax/revenue laws.

## What do we do with your information?

Your information is stored in our database, hosted on an Amazon web services, and is not shared with any third parties. We will not use the information to make any automated decisions that might affect you.

Anonymized data may also be sent to Google Data Studio for analyzing our performance internally and user behavior to improve our SaaS.

## How long do we keep your information for?

We keep your information for as long as you have an active subscription with us. Once you unsubscribe from our service we will only retain information required by Norwegian tax and accounting laws (currently 10 years), and all other data will be promptly deleted.

## Additional rights as a data subject

In collecting this information, we are acting as a data controller and you have additional rights with regards to the data we store and process, which are outlined in the section below called '[Your rights as a data subject](#)'.

## **When you use our JS tool, Wrappers, and Editor and CDN**

When you buy a license for Highcharts JS, Highmaps JS, Highstock JS, Highcharts iOS, Highcharts Android, Highcharts .NET, Highcharts Gantt or the Highcharts Editor, we have access to information you provide when purchasing. This is limited to information necessary to process your payment as detailed above in *When you purchase a product from our website*.

The tools are downloadable, and we do not track further usage of it, except as set forth herein.

## **Your rights as a data subject**

By law, you can ask us what information we hold about you and ask to have it corrected if it is inaccurate.

If we have asked for your consent to process your personal data, you may withdraw that consent at any time, and you can request that your data be erased.

If we are processing your personal data for reasons to fulfil a contract, you can ask us to give you a copy of the information you have provided for us in a machine-readable format so that you can transfer it to another provider.

You have the right to ask us to stop using your information for a period of time if you believe our processing is not lawful.

We will not make automated decisions on the basis of personal data we have collected.

You may not ask to delete, or substantially change, is financial transaction data we are required to retain for 10 years for legal, tax or accounting purposes.

To submit a request regarding personal data by email, please use the contact information provided above in the Who Are We section of this policy.

## **Your right to complain**

If you have a complaint about our use of your information, we would prefer you to contact us directly in the first instance so that we can address your complaint.

We are not required to have a data protection officer, so for any enquiries about our use of your personal data, please use the contact information provided above in '[Who are we](#)' or contact us through our [data subject request form](#).

## Legal Requirements

We might need to disclose personal data of users based on requirements by law. This might result in legal obligations or urgent needs to suspend or block an account. In such an event we will aim to notify the user that is affected by such actions.

Highsoft may also retain, preserve, or release person in response to lawful requests by public authorities, including to meet legitimate security or law enforcement requirements; to protect, establish, or exercise our legal rights or defend against legal claims, including to collect a debt; or investigate, prevent, or take action regarding illegal activities, suspected fraud, threats to our property, or violations of our [Terms of Use for Highcharts Cloud](#), the [Standard License Agreement for our JS products](#), or your customized Agreement.

## Retention

Highsoft will retain and use your information only as long as it is necessary for the purposes set out in this policy, and to the extent necessary to comply with our legal obligations, resolve disputes, enforce our agreements, and as otherwise described in this policy.

Specifically, Highsoft will retain your information for as long as you have an active service account with us, for as long as you remain subscribed to our newsletters, or as needed to provide the services to you. The exception to this is data arising from a financial transaction information, which we are required by local tax and accounting laws to store for 10 years.

## Right to be forgotten

If you have not interacted with our sales team, support team, subscribed to any of our newsletters or utilized any of our products and service, for 2 years, and your contact information is not necessary per the Retention policy above, we will automatically delete your records from our databases. The only exception is if you send us a job application. In this instance we will keep your application for a maximum of three months.

## Our Policy Toward Children

Our services are not intended for users under the age of 13, and we do not knowingly collect or maintain information of such individuals. We encourage parents and guardians to monitor their children's online activities.

## **Updates to this privacy policy**

We regularly review and, if appropriate, update this privacy policy from time to time as our services and use of personal data evolves. If we want to make use of your personal data in a way that we haven't previously identified, we will contact you to provide information about this and, if necessary, to ask for your consent.

We will update the version number and date of this document each time it is changed.