

# Privacy Policy

At Dreamdata, we value your privacy and are committed to protecting your personal information. This policy outlines how we collect, use, and safeguard your data when you visit our website, use our services, or interact with us in any way.

This policy applies if you are a Dreamdata customer or subscriber, or if you are just visiting our website and materials.

If you have a Dreamdata account (free or paid subscription), Dreamdata.io ApS acts as the *data controller* of personal data about you and your use of Dreamdata (such as the email address you used to create the account and payment information). But Dreamdata.io is the *data processor* of personal data about your customers, prospects, or any other information you provide to the Dreamdata application.

Dreamdata Inc. complies with the EU-U.S. Data Privacy Framework (“EU-U.S. DPF”), the UK Extension to the EU-U.S. DPF, and the Swiss-U.S. Data Privacy Framework (“Swiss-U.S. DPF”) (collectively, “DPFs”) as set forth by the U.S. Department of Commerce, the [Data Privacy Framework](#) when information is shared from the Danish entity Dreamdata.io ApS to the US entity Dreamdata Inc. Dreamdata Inc. is committed to the Principles and adheres to the Principles for all personal data received from the EU. For more detail regarding DPF and Dreamdata’s privacy practices, see the detail provided in this document. The DPF portions apply only in cases where the PII of an EU, Swiss, or UK resident is processed by a Dreamdata employee in the US.

## Your Responsibilities

- Read this policy and the other policies available at [www.dreamdata.io/legal](http://www.dreamdata.io/legal)
- If you are a customer, review your agreement with us (including the DPA).
- When submitting data to the Dreamdata application as a customer, ensure that any data has been obtained legally, such as through consent or another legal basis.
- Protecting the privacy of children is very important to us. For that reason, Dreamdata does not solicit, collect, or maintain personally identifiable information from users we actually know are under age 13. If you are a



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customer, it is your responsibility to avoid sending any PII relating to individuals under age 13.

## Collected Information

Log Data	When you visit our website, we automatically collect standard data provided by your web browser. This may include your IP address, browser type, pages visited and when, URL clickstreams, and more.
Personal Information	<p>We may ask for personal information such as your name, email, phone number, work address, and payment information. We only collect this data when you interact with our services, such as signing up for an account or subscribing to our newsletter.</p> <p>We only request this information when you interact with our services—like signing up for an account, making use of our platform features, paying for access, or subscribing to our newsletter. We only use collected personal information in the context of providing or improving these services.</p>
Business Information	We also collect business data generated through your use of our platform, including transaction records, user profiles, and analytics data.

## How We Collect Information

From the first moment you interact with Dreamdata, we are collecting data. Sometimes you provide us with data (such as by creating an account or signing up for a webinar or newsletter). Other times we collect data about you, either automatically based on your consent settings, refer to our [Cookie Policy](#) for more information. We may also collect information from other sources, like publicly available websites or from a trusted data supplier to obtain relevant business contact information. We use trusted vendors who have obtained appropriate consent or legal bases for obtaining that information.

You have the right to refuse our request for information, although this may limit the services we can provide. You can also adjust your cookie preferences in your browser and on our website to limit the type of information that is collected about you, but refusing certain cookies may limit the services we can provide.

## **Use of Information**

We use both identifying and non-identifying information to understand how our visitors use our services and to improve their experience. Your personal information is primarily used to grant you access to our services, provide customer support, process payments, and provide updates about our website and services.

We may use anonymized or aggregated information to improve Dreamdata's services and product offerings, but if you are a customer, the data you submit to Dreamdata is never used to train or improve another customer's data. We may also use anonymized and aggregated data in website and customer usage reports or benchmarking data.

Dreamdata's accountability for PII it receives under the DPFs and subsequent transfers to a third party is described in the EU-U.S. DPF Principles. In particular, Dreamdata remains responsible and liable under the DPFs if third-party agents that it engages to process the PII on its behalf do so in a manner inconsistent with the Principles, unless Dreamdata proves that it is not responsible for the event giving rise to the damage.

We may use your personal information to contact you regarding updates and/or promotional content. You can always use the "unsubscribe" instructions in communications to control the content you receive from us.

## **Data Processing and Storage**

The personal information we collect is stored and processed in the European Union, or where we or our partners, affiliates and third-party providers maintain facilities. We only transfer data within jurisdictions subject to data protection laws that reflect our commitment to protecting the privacy of our users.

We only retain personal information and business data for as long as necessary to provide a service, or to improve our services in future. While we retain this data, we will protect it within commercially acceptable means to prevent loss and theft, as well as unauthorised access, disclosure, copying, use or modification. That said, we advise that no method of electronic transmission or storage is 100% secure, and cannot guarantee absolute data security.

If you request your personal information be deleted, or where your personal information becomes no longer relevant to our operations, we will erase it from our system within a reasonable timeframe.

## Third-party Access to Information

Dreamdata works with certain third parties to provide specific functionality within the Services.

Functionality	Third-Party Processors
Analytics	Segment – Datahub for tracking data. Personal information shared Amplitude – Product analytics Google Analytics - General website analytics
Cloud & Hosting	Google Cloud Platform - Used to host the Dreamdata product Helpdocs - Help docs system used to build docs.dreamdata.io Squarespace - CMS used to build dreamdata.io Cluvio - Used to build the Dreamdata product Zapier - Used for application connectivity
Communication	Google Workspace – Communication platform. Hubspot – CRM and marketing automation system. Intercom - Support and ticket system Sendgrid - Email communication Slack - Customer communication and support Customer.io - Email communication Zoom - meeting software Notion - customer portal for communication Juro - contract negotiation and signing Vidyard - Video guidance for current/potential customers Gong - customer communications
Error Handling	Sentry - Helps Dreamdata detect errors on our applications and infrastructure
Release Management	LaunchDarkly - Used to manage features releases on app.dreamdata.io
Authentication	Auth0 - Used authenticate users on app.dreamdata.io
Billing	Stripe - Payment Platform Economics – Accounting software
Advertisement	Twitter Ads



Functionality	Third-Party Processors
	Google Ads Google Marketplace Google Workspace and Cloud Referrals LinkedIn Ads Bing Ads Capterra Meta G2

These services may access our data solely for the purpose of performing specific tasks on our behalf (see the table below for more detail). We do not share any personally identifying information with them without your consent. We do not give them permission to disclose or use any of our data for any other purpose and we do not sell your data or information. We ensure that all third parties have privacy protections that align with our standards for privacy and security, and only share data which is necessary.

We will refuse government and law enforcement requests for data if we believe a request is too broad or unrelated to its stated purpose. However, we may cooperate if we believe the requested information is necessary and appropriate to comply with legal process, to protect our own rights and property, to protect the safety of the public and any person, to prevent a crime, or to prevent what we reasonably believe to be illegal, legally actionable, or unethical activity.

## **CUSTOMER END USER DATA**

Our Customers may integrate into their mobile applications, websites or other services (collectively, "Customer Applications") certain aspects of our Product in order to understand how their own users ("Customer End Users") engage with the Customer Applications ("Customer End User Data").

Our Customers, not Dreamdata, choose the type of Customer End User Data collected by Customer Applications, and processed, transferred and stored through our Customers' use of the Products. We process the Customer End User Data only according to the instructions of Customers and, our legal obligations with respect to the Customer End User Data is set forth in the agreement between us and our Customers. The collection of Customer End User Data through Customer Applications is governed by our Customers' privacy policies, and if you are a

Customer End User then you should review the Customer's privacy policy to learn more about the Customer's data handling practices.

## **CHANGES TO THIS POLICY**

Dreamdata may change our privacy policy to reflect current acceptable practices or changes to our products or website. We will take reasonable steps to let users know about changes via our website. Your continued use of this site after any changes to this policy will be regarded as acceptance of our practices around privacy and personal information.

## **YOUR RIGHTS AND RESPONSIBILITIES**

As our user, you have the right to be informed about how your data is collected and used. You are entitled to know what data we collect about you, and how it is processed. You are entitled to correct and update any personal information about you, and to request this information be deleted. You may amend your account information at any time, using the tools provided in your account control panel.

You are entitled to restrict or object to our use of your data, while retaining the right to use your personal information for your own purposes. You have the right to opt out of data about you being used in decisions based solely on automated processing.

Feel free to contact us if you have any concerns or questions about how we handle your data and personal information. Our Data Privacy Officer (DPO) is Andy Dyrz and you can reach him at [privacy@dreamdata.io](mailto:privacy@dreamdata.io).

## **LIMITS OF OUR POLICY**

This privacy policy only covers Dreamdata's own collection and handling of data. We only work with partners, affiliates, and third-party providers whose privacy policies align with ours, however we cannot accept responsibility or liability for their respective privacy practices.

Our website may link to external sites that are not operated by us. Please be aware that we have no control over the content and policies of those sites, and cannot accept responsibility or liability for their respective privacy practices.



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In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF, Dreamdata commits to cooperate and comply respectively with the advice of the panel established by the EU data protection authorities (DPAs) and the UK Information Commissioner's Office (ICO) and the Swiss Federal Data Protection and Information Commissioner (FDPIC) with regard to unresolved complaints concerning our handling of personal data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF and the Swiss-U.S. DPF.

If your DFP complaint cannot be resolved through the above channels, under certain conditions, you may invoke binding arbitration for some residual claims not otherwise resolved by other redress mechanisms. For more information about binding arbitration, visit

<https://www.dataprivacyframework.gov/s/article/G-Arbitration-Procedures-dpf?tabset-35584=2>

Dreamdata Inc. is subject to the investigatory and enforcement powers of the US FTC. Dreamdata employees located in the United States may provide services for customers and prospective customers located in the EEA, Switzerland, or the United Kingdom. To provide such Services, Dreamdata may process Personal Data. Dreamdata will apply the DPF Principles to Personal Data physically or remotely transferred from the EEA, Switzerland or the United Kingdom to the United States.

If there is any conflict between the terms in this privacy policy and the DPF Principles, the DPF Principles shall govern.

This policy was last updated 1 August 2024.