

# PRIVACY POLICY

This policy will allow you to discover, before accessing the various sections of the Website, how denu biz B.V processes your personal data, including both data you provide directly (such as your first name, surname, postal and e-mail address, etc.) and the data which denu biz B.V collects in the manner described in the section “The personal data we collect and how we collect it” (hereinafter, collectively, the “Personal Data”). Please view the policy before providing your Personal Data.

## Identity and contact details of the Controller

The Controller is denu biz B.V.(hereinafter “Controller”) with registered office in Graan voor Visch 18017, 2132GA Hoofddorp Netherlands. The contact details are Tel +31684637357, E-mail [info@ketka.eu](mailto:info@ketka.eu) denu biz B.V will process your Personal Data in accordance with Regulation EU no. 2016/679 and national personal data protection regulations (hereinafter the “Privacy Regulation”).

## The Personal Data we collect and how we collect it

The Controller may collect and then process your Personal Data when you browse the Website and/or access certain sections of it. When you connect to the Website, the IT systems and the software procedures which allow them to function automatically and indirectly provide and/or acquire certain information (such as the so-called “cookies”, as specified in the section “Cookies Policy”, at the end of this policy document, “IP” addresses, the domain names of the devices used by users who connect to the Website, the “Url” address of the resources requested, the time of the request to the server).

Any requests for information or services you submit could lead to collection and subsequent processing of your Personal Data (such as first name, surname, postal and e-mail address, phone number, etc.).

If you choose to send a request through the “Send a message” or “Live Demo” sections of the Controller’s Website, you have to provide certain Personal Data to allow the Controller to satisfy your needs, so the relative boxes of the registration form are marked with an asterisk or otherwise indicated as obligatory. Providing Personal Data which is not marked with an asterisk or otherwise indicated as obligatory is entirely optional and there will be no consequences if this Personal Data is not provided, or is incomplete or imprecise. However, if you do not provide the Personal Data marked with an asterisk or otherwise indicated as obligatory, or said data is incomplete or imprecise, the service you request cannot be supplied. If you fail to provide any of the obligatory Personal Data, an error message will appear listing the missing obligatory Personal Data.

## The purposes of processing your Personal Data and the legal basis for processing

Your Personal Data will be processed exclusively to elaborate your request for information, only with your consent to processing, which may be withdrawn at any moment, by sending a request to the Controller via the “Send a message” or “Live Demo” section of the Controller’s Website.

You may decide to consent to processing of your Personal Data to allow the Controller to manage and respond to your requests relating to products and services. If you decide not to consent to processing of your Personal Data for said purposes, you will be unable to send the request.

Furthermore, even without your consent, the Controller may process your Personal Data for management of complaints and any disputes (as this is a legitimate interest of the Controller).

The legal basis of the processing is your consent (pursuant to Article 6, paragraph 1, letter (a) GDPR)

## How we process your Personal Data

Processing of your Personal Data may include any type of operation, such as collection, recording, organisation, storage, consultation, processing, rectification, selection, extraction, comparison, use, interconnection, blocking, disclosure, erasure and destruction.

Your Personal Data will be processed mainly with automated tools, but also on paper, adopting logic strictly linked to the related purposes, through the use of databases and electronic platforms managed by the Controller or by third parties appointed as external processors for this purpose and/or through the integrated IT systems of the Controller and of said third parties and/or websites owned or used by the Controller.

The Controller has assessed the level of security to be sufficient, taking account of the risks which could derive from loss, destruction, rectification, unauthorised disclosure, accidental or illegal access, abuse or alteration of your Personal Data. In particular:

- it has adopted security measures appropriate to the risks;
- it stores your Personal Data on servers located within Europe, which have an advanced and daily back-up system.

## Where we process your Personal Data

Your Personal Data will be processed primarily at the Controller's offices and in places where the processors are located.

## How long we keep your Personal Data

In order to ensure compliance with the principles of necessity and proportionality of processing, the Controller keeps the Personal Data for different periods, depending on the individual purposes being pursued:

- in order to manage and respond to your requests relating to products and services of the Controller, received from the Website ( "Send a message" or "Live Demo" section of the Website), your Personal Data will be kept for the time strictly necessary to fulfil your request;
- for management of any complaints and disputes, the Personal Data will be kept for the period strictly necessary for this purpose and, in any case, not beyond the applicable time limits.

## The recipients of your Personal Data

Your Personal Data may be communicated to and processed by:

1. legal or natural persons who act as external processors, performing activity in outsourcing, appointed by the Controller or by the external processors of the Controller (including parties assigned to perform assistance, communication, marketing, advertising, promotion and sale activities relating to products and/or services and also advertisers, advertising agencies, suppliers of IT services, the Website operators, electronic platform operators, partners, professional consultancy firms);
2. employees and/or collaborators of the Controller (including system administrators), who operate under its direct authority, who will be authorised to process your Personal Data; and
3. employees and/or collaborators of the external processors (including system administrators), who operate under the direct authority of the external processors and will be authorised to process your Personal Data.

Your Personal Data will not be communicated to third parties, except when communicated by the Controller to consultants in order to protect its rights, nor disclosed.

## Identity and contact details of the processors

A complete list of the Personal Data processors may be consulted by contacting the Controller at the address [privacy@ketka.eu](mailto:privacy@ketka.eu)

## Your rights in relation to processing of your Personal Data

As the data subject, you are granted numerous rights by the Privacy Regulation. In detail, you are entitled to:

1. obtain from the Controller confirmation of whether or not your Personal Data exists, even if not registered, and its disclosure in intelligible form, and also access to your Personal Data (by obtaining a copy) and the related information (including the purposes of processing, the categories and origin of the Personal Data, the categories of recipients to whom it has been or could be disclosed, the retention period (when possible), the rights which may be exercised);
2. obtain from the Controller the rectification of your Personal Data and supplementing of any incomplete Personal Data;
3. obtain from the Controller the erasure of your Personal Data without undue delay, including when the Personal Data is no longer necessary for the purposes for which it has been processed or the legal basis for processing no longer exists;
4. obtain from the Controller the conversion into anonymous form or blocking of your Personal Data if it is processed illegally, including data which it is not necessary to store, in relation to the purposes for which the Personal Data was collected or subsequently processed;
5. obtain from the Controller the limitation of processing of your Personal Data, also when you dispute its accuracy or object to processing, for the period necessary for the respective checks to be performed;
6. receive your Personal Data in a structured, commonly used, machine-readable format, and also transmit or, if technically feasible, obtain transmission of your Personal Data to another controller without impediments, in cases in which processing is carried out by automated means and is based on your consent or when necessary for execution of a contract to which you are a party;
7. withdraw consent to processing of your Personal Data for any of the purposes for which it has been provided.

You may exercise your rights with the Controller by accessing the “Send a message” section of the Website or by sending a letter by ordinary mail [privacy@ketka.eu](mailto:privacy@ketka.eu)

Furthermore, if you believe that processing of your Personal Data breaches the Privacy Regulation, you may lodge a complaint with the Data Protection Supervisory Authority in the State in which you reside, where your workplace is located or in which the presumed breach has occurred, or contact said Authority to request information on exercising of your rights under the Privacy Regulation.