

## Data Protection policy for SentienceLab

The underlying policy covers all SentienceLab(further named as SentienceLab) Products(such as SenseBox etc) and SentienceLab websites.

### What is GDPR?

The General Data Protection Regulation or GDPR is a new regulation in EU law on data protection and privacy for all individuals within the European Union and the European Economic Area which goes into full enforcement on May 25, 2018. This new regulation offers citizens in the European Union (EU) greater transparency and controls over how their personal data is used by others. With the GDPR, we're updating our privacy policy and data processing agreements to ensure that any business that requires a GDPR-compliant processor can use Mailgun. SentienceLab is fully compliant with the new regulation and you can find below updated privacy statement.

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### What kind of information we collect

SentienceLab collects clients name and email address which are used as login credentials.

SentienceLab sells or grants licences for applications with which its clients (businesses) are able to collect and analyze feedback about their products and services from their customers. The application has predefined questions and/or the client can add his own survey questions which he would like his consumers to answer on. The client is able to login to the application, to further fill it in and/or revise it. Survey questions are fully determined by the client.

The following personal data is generally requested in the application and is then processed by the client personally: name, surname, email address, telephone number. If client is using the application via SentienceLab's cloud services, this data can be also seen by SentienceLab. In case application is installed on client's premises, SentienceLab has no access to this data.

## How we use your information

We use your email address as widget admin login credentials and contact email can be configured. We don't track users activity, neither we store any end user data.

Mailgun is used as an external mailing service. Here you can find all information about Mailgun's GDPR compliance : <https://www.mailgun.com/gdpr>

SentienceLab provides applications to the client. It is the client who asks for its customer's consent for data collection and it is the client who is deciding what to do with the collected personal data.

SentienceLab makes no decisions over the receipt and use of the client's customers personal data, its supply to third parties, and the duration of storage of data.

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## Period of retention of personal data

SentienceLab retains the personal data within the time period agreed in the contract with the client. Depending on agreement with the client, SentienceLab retains the personal data for a specified period of time. After the expiration of the agreed period, data is automatically deleted without a copy being retained.

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## Deletion of personal data

SentienceLab will at all times and upon first request by the client immediately destroy all extracts and copies received from the client and/or data relating to the client which is processed on behalf of the client, in a manner to be further determined in mutual agreement.

## More Information

Hopefully that has clarified things for you. However if you are still looking for more information, then you can contact us through one of our preferred contact methods.

Email: [info@sentiencelab.com](mailto:info@sentiencelab.com)

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