

Privacy Policy

PEERO SIA, reg. No 50203329221, registered address: Kr. Valdemāra Street 21-19, Riga, LV-1010, Latvia (telephone: +37167509900, e-mail: support@peero.app) (hereafter, PEERO) is committed to observing the need to protect your privacy and personal data and therefore it has developed this Privacy Policy, explaining why and how do we process your personal data, as well as your rights with respect to the way how your personal data is being collected and used.

PERSONAL DATA PROTECTION

This Privacy Policy is based upon Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data, and repealing Directive 95/46/EC (General Data Protection Regulation) (hereafter, the Regulation).

WHY DO WE COLLECT, STORE AND PROCESS YOUR DATA?

Your data are collected to:

- Enable PEERO to answer your questions and provide information to you
- Prepare anonymous statistics on the use of the website
- Provide the services
- Update your subscription-based services
- Ensure customer support (we may also gather additional information from you to investigate and provide answers to your support related questions)
- Analyse our customers, to understand customer and market needs, to design new products and services, as well as for the needs of marketing communication.

The collected personal data are processed according to the principles laid down in the Regulation. PEERO employees and contractors are using data only for the above-mentioned purposes and in order to improve service quality.

Who is Responsible for the Processing of Your Data?

Data controller responsible for processing this data is PEERO SIA, reg. No 50203329221, registered address: Kr. Valdemāra Street 21-19, Riga, LV-1010, Latvia telephone: +37167509900, e-mail: support@peero.app (hereafter, the Controller). Should you have any questions about the processing of your data, please contact us, by writing to e-mail address: support@peero.app. PEERO employees having access to personal data are required to process such data in accordance with the provisions of the Privacy Policy, only for the purposes referred to herein above and to improve the service quality (for example, to use the obtained personal data only for such purposes as are related to the service provision to the customer, if such service has been requested).

Only correspondingly designated and duly authorized PEERO employees can access the data using their user ID and personal password in the relevant systems.

Data processor responsible for processing such data:

- For the purposes of supply of goods or provision of services – PEERO.
- For the purposes of marketing – reliable companies providing marketing tools, we have concluded contracts with.

Subprocessor:

No.	Name/platform	Basis	Data to be processed
1	HubSpot	Peero sales and communication function CRM system. Maintains all information related to client and potential client communication (e-mails, calls, meetings, registration and storing of online meeting date/time/location/agenda). Filled in questions/consultation application forms (peero.app and help.peero.app) communication system.	E-mail of the client/potential client, upon voluntary consent: name, surname, represented company, position, phone number of the representative. Upon voluntary consent: client's organisation System user information or any type of information from Peero data set (solving problem situations)

What Data do We Collect?

- When using “Request a demo” – name, surname, e-mail, telephone number of the representative of the company.
- When using “Subscribe to Our Monthly Newsletter” – e-mail, telephone number.
- When applying for an event – name and surname of the company representative, company e-mail, name of the company.

How Long do We Store Your Data?

We will retain personal data, customer and business information for as long as it is needed to:

- Provide products, services and information that you or your organization have requested.
- To communicate with you regarding your request.
- To administer your preferences and rights you have exercised pursuant to this Privacy Policy.
- To communicate with you for marketing purposes until you withdraw consent, but no more than 2 years since the last interaction, unless the existing contract, legal claim or legal requirement justifies further processing of which you will be informed.

How Can You Access Your Data, Check Its Accuracy and Correct It?

You have the right to request information about your personal data at any time, to check the accuracy of the information held and/or to correct or update this information. You may also ask your personal data to be deleted completely, if you have no active requests at the moment.

We will exert all commercially reasonable efforts to provide you with the relevant access to your personal data within 30 (thirty) days as of receipt of your access request.

You can opt-out of PEERO mailings at any time, by sending a notification to e-mail address: support@peero.app or via the link available in the mailings sent to you.

To protect your privacy and safety, we will take the relevant measures to verify your identity before providing information about the personal data requested by you.

Where to Address Your Questions or Complaints?

If you wish to access, delete (in separate cases) or correct your personal data, as well as in case of complaints and conflicts, please contact us, by writing to e-mail address: support@peero.app .

In case of receipt of complaints, we will register your name and/or the company name, the name, e-mail and country location of a person related to the complaint, and information underlying the complaint. We will use the information you provide to review your complaint and to send you an answer once your complaint is reviewed.

COOKIES POLICY

“Cookies” are small pieces of information that a website saves on your computer or mobile device when you visit the website. It enables the server to collect information from your browser, so you do not have to re-enter data anew, whenever you return to the website or navigate the pages. More information on the operation of the cookies is available on the website: <http://www.cookiecentral.com/>

HOW DO WE USE COOKIES?

Our website uses cookies to improve the quality of the services offered. We use functionality, session cookies and analytics cookies (first and third party (partners) cookies) to:

- Ensure functionality of the website.
- Send advertisement that is most relevant to your interests. Cookies are also used to limit the number of times you see the advertisement and to help measure the effectiveness of advertising campaign.

- Collect reliable website usage information enabling us to measure how well does the website correspond to the needs of its users, and to introduce any necessary improvements.
- Analyse website pages you visit and consumer privacy tools you use.

Enabling these cookies is not strictly necessary for the main functions of Peero App to work, but it will provide you with a better browsing experience. You can delete or block these cookies in the website usage at any time, however, if you do so, some features of the website may not function as well as intended.

Please note that the cookies necessary for ensuring the key functionality of Peero App are decisive and the functioning of Peero App is not possible without them, therefore they cannot be disabled.

WHAT KIND OF COOKIES DO WE USE?

Please also note that some cookies may be placed by the third party – service provider performing certain functions for us.

What kind of cookie is it?	What is it called?	What do we use it for?	How long do we store it for?
Non-essential	Google analytics (_gid)	To anonymously distinguish users	24 hours
Non-essential	Google analytics (_ga)	To anonymously distinguish users	2 years
Non-essential	HubSpot (HubSpotutk)	To anonymously distinguish users	13 months
Non-essential	HubSpot(_hstc)	To anonymously distinguish users	13 months
Non-essential	_fbp	marketing	3 months
Non-essential	HubSpot (messagesUtk)	To remember your browsing preferences	13 months
Essential	Resolution	To ensure website functionality: Determines which device is used by the visitor. This allows the website to adjust to the optimal resolution for that specific device.	Session
Essential	SESS#	To remember your preferences across page requests	Session

PERSONAL DATA AND ITS TRANSFER

The cookie-related information is not used to identify you personally. These cookies are not used for any purposes other than those expressly described herein.

We may share your data, customer information, or business information with third parties providing services to us, such as, for instance, ensuring website analytics or customer service. These parties are authorized to use your data only insofar as necessary to provide these services to us.

We will share your data, customer information, or business information with the third parties only in the manner described in this Privacy Policy. We do not, in any manner whatsoever, sell your data to the third parties.

HOW TO CONTROL COOKIES?

You can control and/or delete cookies as you wish. You can delete or block all cookies that are already saved on your computer, but, if you do so, the core functionality of this site may not work properly, and some features of this website may not work as intended and you may have to manually adjust certain preferences, whenever you visit a website.

Before you use our website, we must obtain your consent for the use of cookies. Therefore, this website has a pop-up window informing you about the use of cookies, and you are requested to accept the use of all cookies by clicking “I agree” or choosing to only use some or none of the optional cookies. If you do not agree to the use of cookies, but continue to use this site, it shall be deemed as your consent to the use of cookies.

Latest updates introduced in February 2023