



WRITEBACK

Privacy Policy for Power BI Custom Visual

WB.EN.01.02

1. General Information

1.1. Write-Back is committed to protecting your privacy. This Privacy Policy governs our data collection, processing, and usage practices regarding Write-Back for Power BI Product, a Power BI Custom Visual. It applies to the information that we obtain through your use of our website, products subscription (free and paid), marketing campaigns (e.g., events and webinars), or whenever you interact with Write-Back.

Write-Back Power BI Product does not provide an archiving service. It is the responsibility of the Customer to provide and store at its own system a database and make the corresponding configuration on the Write-Back Power BI Product. Write-Back Power BI Product acts as an SQL engine storing the data submitted by authorized users on tables. Whenever an Authorized User makes a new configuration on Write-Back Power BI Product a table is provisioned on the Authorized User database. With the exception of the Product Usage Data, any other data submitted on the Write-Back Power BI Product will be stored in the Authorized User database.

1.2. We periodically update this Privacy Policy, so we ask you to review it frequently.

1.3. If our information practices change significantly at some time in the future, we will notify you of the policy changes before we use your data for these new purposes and we will provide you the ability to opt out of these new uses.

1.4. This Privacy Policy and our privacy practices were built according to the applicable European and Portuguese laws.

2. General Principles of our Privacy Policy

2.1. WRITEBACK, LDA, owner of the brand Write-Back, is the entity responsible for processing personal data, acting as the data controller.

2.2. In your relationship with us, whether when you access our website, provide us with your personal data or interact with us in a way that we can collect it, we make it clear that you accept our Privacy Policy, which is based on the following principles:

- i) Only authorized persons use authorized data for authorized purposes;
- ii) We understand that the security of your data is a priority which we review periodically in line with technological innovation;
- iii) We are aware that personal data is not ours but belongs to its owners.
- iv) We promote good practices in the area of Privacy, Data Protection and Information Security, and we continually review them from a standpoint of continuous improvement.

3. Definitions

Personal Data: any information relating to an identified or identifiable natural person (“data subject”); an identifiable natural person can be identified, directly or indirectly, in particular, by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person.

Processing: any operation or set of operations which is performed on personal data or on sets of personal data, whether or not by automated means, such as collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction;

Websites: All Write-Back websites under the master domains: writeback4analytics.com.

Cookies: Small data files stored on your hard drive or in device memory.

Product Usage Data: Corresponds to metadata used to configure products as well as information about actions performed, namely the type of action and the timing when it occurred.

4. Information we collect

4.1. What information do we collect?

We can collect the following information about you:

- Contact information such as name, email address, phone number, country, city
- Profile information such as job title, company or other business information
- Billing information such as tax ID
- Software preferences, including software use and interests
- User web behavior
- IP addresses, URLs visited, and related information
- Cookies (see our [Cookie policy](#))
- Product usage data and metrics

4.2. The personal data we collect is subject to computerized processing and stored in databases in strict compliance with the legislation in force on Data Protection and the rules on Information Security.

4.3. We shall only process your personal data in accordance with a specific and legitimate purpose or purposes, determined at the time of collection, and such data shall not be further processed in a manner incompatible with those purposes, except for archiving in the public interest, scientific or historical research, or for statistical purposes, in which cases, under the terms of the GDPR, the aforementioned incompatibility does not exist.

4.4. In the event of collection of special categories of personal data ("sensitive data"), they will only be processed in accordance with the exceptions set out in Article 9, paragraph 2 of GDPR.

5. Where do we collect information?

5.1. These are the activities where you will be asked to give us personal information.

Activity where we ask for personal data		Data we ask
Website	All websites	Cookies
	Webinars application forms	Contact and profile information
	Events application forms	Contact, profile and event pictures
	Newsletter subscription	Contact information
	Product subscription	Contact, profile and billing information
	Access online support	Contact information
	Product sandboxes	Contact information and user web behavior
	Contact request	Contact information
Products		Product usage data and metrics
Events attendance		Contact information and software preferences

6. How do we use the information collected?

6.1. The information we collect about you is processed for the following purposes:

Purpose	Data collected
Marketing and communication campaigns	Contact information, pictures and software preferences
Sales and to explore new marketing opportunities	Contact information, profile information and software preferences

Manage contractual relationship (if one exists)	Contact and profile information
Send important notices, regarding changes to our terms, conditions, and policies.	Contact information
Explore new market opportunities	Profile information
Process and complete transactions and send related information, including purchase confirmations and invoices	Contact information and Billing information
Improve your browsing experience	Cookies
Improve our products	Product usage data and metrics
Improve user experience	Product usage data and metrics
Resolve technical problems	Product usage data and metrics

7. Personal Data of minors

7.1. Write-Back products are not directed to minors.

7.2. If we become aware that a child under has provided us Personal Information, we will delete that information.

7.3. If you become aware a child has provided us with their Personal Information, please contact us immediately.

8. Security of your Personal Data

8.1. We use a variety of security technologies and procedures to help to protect your Personal Data from its dissemination, loss, misuse, alteration unauthorized access or disclosure as well as against any other form of illicit treatment.

8.2. We secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure.

8.3. We have implemented appropriate technical and organizational measures to ensure a level of security appropriate to the risk, including inter alia as appropriate:

(i) the pseudonymization and encryption of personal data;

(ii) the ability to ensure the ongoing confidentiality, integrity, availability and resilience of processing systems and services;

(iii) the ability to restore the availability and access to personal data in a timely manner in the event of a physical or technical incident;

(iv) a process for regularly testing, assessing, and evaluating the effectiveness of technical and organizational measures for ensuring the security of the processing.

9. Information Sharing and Disclosure

9.1. We will not share or disclose any of your Personal Data with third-parties except as described in this policy.

9.2. We do not sell Personal Data. We will not provide Personal Data to any third-party, without previous consent, that don't have, at least, the same level of security as the one we have. We ensure that the necessary procedures are in place to preserve your legal rights over Personal Data.

9.3. Social Media Features: Our websites include social media features, such as the "Facebook" Like button and widgets, the "share this" button and/or other interactive mini programs that run on our sites. Social Media Features and Widgets are either hosted by a third-party or hosted directly on our Websites so this Privacy Policy does not apply to these features.

9.4. Your interactions with these features are governed by the privacy policy and other policies of the companies providing them.

9.5. Links to third party-sites: Our websites may include links to other websites whose privacy practices may differ from ours. If you submit Personal Data to any of those sites, your information

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is governed by their privacy policies. We encourage you to carefully read the privacy policy of any website you visit.

9.6. Testimonials: We may display personal testimonials of satisfied customers. With your previous consent, we may post your testimonial along with your name. If you wish to update or delete your testimonial, you can contact us at any time.

9.7. With your previous consent: We will share your Personal Data with third-parties only when we have your consent to do so.

9.8. We reserve the right to use or disclose your Personal Data if required by law or if we reasonably believe that use or disclosure is necessary to protect our rights or to comply with a law, court order, or legal process, but as far as is legally possible, we will inform you about such disclosure terms.

10. Your Rights

10.1. Under the provisions of the GDPR we guarantee you the exercise of your following rights as a data subject:

i) **Right to Access** – you have the right to request from us, among others, information regarding whether or not your data is being processed, what data we process and for what purposes.

You may also request a copy of your personal data processed by us. Further copies may be subject to payment of a reasonable fee, considering the administrative costs. If the request is submitted in an electronic format, and unless you indicate otherwise, the information will be provided by us in a commonly used electronic format.

ii) **Right to Rectification** – you have the right to have inaccurate personal data concerning you rectified and incomplete data completed, without undue delay.

iii) **Right to Erasure** – also referred to as right to be forgotten - you may request, under certain circumstances, that your personal data be deleted from our records, without undue delay, where any of the reasons set out in the GDPR apply.

iv) **Right to Object** – you have the right to object, on grounds relating to your situation, to certain types of data processing determined in the GDPR, such as processing for the purposes of direct marketing, in which case we shall cease processing for that purpose.

v) **Right to Portability** – you have the right to transfer your personal data that we keep to another organization or to receive it in a structured, commonly used, and machine-readable format.

vi) **Right to Restriction of Processing** – the right to obtain the restriction of the processing of your personal data where you wish, for example, to contest the accuracy of your personal data for a period of time that enables us to verify its accuracy, where the processing is unlawful or where you have exercised your right to object.

vii) **Complaint** –the data subject also has the right to lodge a complaint with a supervisory authority. The Portuguese supervisory authority is CNPD (Comissão Nacional da Proteção de Dados).

10.2 For the purpose of exercising these rights, please see number 14 of this Privacy Policy, below.

10.3 Within 30 (thirty) days you will receive a duly substantiated communication from us.

11. Retention of Personal Data

11.1. The period for which your data is stored varies according to the purpose for which the information is processed and in general Write-Back will maintain your Personal Data records for the time needed to accomplish the purposes of processing and for legal reasons.

11.2. Subject to the rules stated at 11.1., above, in general terms, Write-Back will maintain your Personal Data records for no more than 6 civil years, since the last contact with the data subject, unless special reasons may determine that Write-Back maintains your Personal Data for a longer period, as authorized by law.

11.3. The Personal Data included in any agreement, invoice or other legal document or statement will be retained for the legally necessary period.

11.4. In any case, Write-Back will always notify you of the deletion of your Personal Data.

12. Do we transfer your personal data internationally?

12.1. We may need to communicate personal data to third countries or international organizations. In this case, we will strictly comply with the applicable legal provisions and determine the suitability of the country or organization in question with regard to the requirements applicable to such transfers.

12.2. In particular, we will take care that the data is securely transmitted, that the third parties are contractually bound to respect the confidentiality of the data received and that they do not use the data for any purpose other than the purpose for which it was transmitted.

13. How do we use cookies on our website?

To learn more about cookies and how we use them on our corporate websites please access our [Cookie Policy](#).

14. Contact us about privacy questions

14.1. If you have requests, questions, or concerns about Write-Back's Privacy Policy or data processing, you may contact our Data Protection Officer:

Email – data.protection@writeback4analytics.com

Address – Edifício Ageas Tejo, Praça Príncipe Perfeito 2 3º piso, 1990-278 Lisboa

15. Revisions of our Privacy Policy

15.1. We reserve the right to change the content of our Privacy Policy without prior notice to you.

15.2. We will post the changes on our website, and such changes will become an integral part of the Privacy Policy.

15.3. After such publication, you are bound by the new terms when you browse our website and whenever you interact with us.