



Privacy Notice and Data Retention

Last updated: 1 February 2020

Policy Statement

Ailytic recognises and understands that the efficient management of its data and records is necessary to support its core business functions, to comply with its legal, statutory and regulatory obligations, to ensure the protection of personal information and to enable the effective management of the organisation.

This policy and related documents meet the standards and expectations set out by contractual and legal requirements and has been developed to meet the best practices of business records management, with the direct aim of ensuring a robust and structured approach to document control and systems.

This notice applies to Ailytic Holdings Pty Ltd (and all subsidiaries) and across all websites that we own and operate and all services we provide, including our online and mobile software products, IIoT hardware sensors, and any other apps or services we may offer (for example, 3rd party software, events or training). For the purpose of this notice, we'll just call them our 'services'.

When we say 'personal data' we mean identifiable information about you, like your name, email, address, telephone number, support queries, community comments and so on. If you can't be identified (for example, when personal data has been aggregated and anonymised) then this notice doesn't apply.

Check out our End User License Agreement (EULA) for additional and related information on how we treat your data.

If you have a Master Services Agreement with us, this may also contain specific terms relevant to our treatment of personal data and business data.

We may need to update this notice from time to time. Where a change is significant, we'll make sure we let you know – usually by sending you an email.

Who are 'we'?

When we refer to 'we' (or 'our' or 'us'), that means Ailytic Holdings Pty Limited and all its subsidiaries. Our headquarters are in Adelaide, Australia but we operate and have offices in China as well. Address details for all Ailytic offices are available on our Contact us page.

We provide a global online platform including hardware and software for manufacturing businesses. At the core of our platform is our cloud scheduling and execution management software. If you want to find out more about what we do, see the About Us page on the Ailytic website.

For European Union data protection purposes, when we act as a controller in relation to your personal data, Ailytic Australia is our representative for the European Union at this stage until we establish a dedicated presence in the EU.

Our principles of data protection

Our approach to data protection is built around four key principles. They're at the heart of everything we do relating to personal data.

- **Transparency:** We take a human approach to how we process personal data by being open, honest

and transparent.

- Enablement: We enable connections and efficient use of personal data to empower productivity and growth.
- Security: We champion industry leading approaches to securing the personal data entrusted to us.
- Stewardship: We accept the responsibility that comes with processing personal data.

How we collect your data

When you visit our websites or use our services, we collect personal data. The ways we collect it can be broadly categorised into the following:

Information you provide to us directly: When you visit or use some parts of our websites and/or services we might ask you to provide personal data to us. For example, we ask for your contact information when you sign up for a free trial, respond to a job application or an email offer, participate in community forums, join us on social media, take part in training and events, contact us with questions or request support. If you don't want to provide us with personal data, you don't have to, but it might mean you can't use some parts of our software or services.

Information we collect automatically: We collect some information about you automatically when you visit our software or use our services, like your IP address and device type. We also collect information when you navigate through our software and services, including what pages you looked at and what links you clicked on. This information is useful for us as it helps us get a better understanding of how you're using our software and services so that we can continue to provide the best experience possible (e.g., by personalising the content you see).

Some of this information is collected using cookies and similar tracking technologies. If you want to find out more about the types of cookies we use, why, and how you can control them, take a look at our cookie notice which is accessible on our website.

Information we get from third parties: The majority of information we collect, we collect directly from you. Sometimes we might collect personal data about you from other sources, such as publicly available materials or trusted third parties like our marketing and research partners. We use this information to supplement the personal data we already hold about you, in order to better inform, personalise and improve our services, and to validate the personal data you provide.

Where we collect personal data, we'll only process it:

- to perform a contract with you, or
- where we have legitimate interests to process the personal data and they're not overridden by your rights, or
- in accordance with a legal obligation, or
- where we have your consent.

If we don't collect your personal data, we may be unable to provide you with all our services, and some functions and features on our software and websites may not be available to you.

If you're someone who doesn't have a relationship with us, but believe that an Ailytic representative has entered your personal data into any of our internal management systems or technology we provide to you, you'll need to contact Ailytic for any questions you have about your personal data (including where you want to access, correct, amend, or request that the user delete, your personal data).

How we use your data

First and foremost, we use your personal data to operate our software, websites and provide you with any services you've requested, and to manage our relationship with you. We also use your personal data for other purposes, which may include the following:

To communicate with you. This may include:

- providing you with information you've requested from us (like training or education materials) or

information we are required to send to you

- operational communications, like changes to our systems and services, security updates, or assistance with using our software and services
- marketing communications (about Ailytic or another product or service we think you might be interested in) in accordance with your marketing preferences
- asking you for feedback or to take part in any research we are conducting (which we may engage a third party to assist with).

To support you: This may include assisting with the resolution of technical support issues or other issues relating to the systems or services, whether by email, in-app support or otherwise.

To enhance our software and services and develop new ones: For example, by tracking and monitoring your use of software and services so we can keep improving, or by carrying out technical analysis of our software and services so that we can optimise your user experience and provide you with more efficient tools.

To protect: So that we can detect and prevent any fraudulent or malicious activity, and make sure that everyone is using our Software and services fairly and in accordance with our terms of use.

To market to you: In addition to sending you marketing communications, we may also use your personal data to display targeted advertising to you online – through our own Software and services or through third party websites and their platforms.

How we can share your data

There will be times when we need to share your personal data with third parties. We will only disclose your personal data to:

- other companies in the Ailytic group of companies
- regulators, law enforcement bodies, government agencies, courts or other third parties where we think it's necessary to comply with applicable laws or regulations, or to exercise, establish or defend our legal rights. Where possible and appropriate, we will notify you of this type of disclosure
- an actual or potential buyer (and its agents and advisers) in connection with an actual or proposed purchase, merger or acquisition of any part of our business
- other people where we have your consent.
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International Data Transfers

When we share data, it may be transferred to, and processed in, countries other than the country you live in. These countries may have laws different to what you're used to. Rest assured, where we disclose personal data to a third party in another country, we put safeguards in place to ensure your personal data remains protected.

For individuals in the European Economic Area (EEA), this means that your data may be transferred outside of the EEA. Where your personal data is transferred outside the EEA, it will only be transferred to countries that have been identified as providing adequate protection for EEA data (like Australia), or to a third party where we have approved transfer mechanisms in place to protect your personal data – i.e., by entering into the European Commission's Standard Contractual Clauses, or by ensuring the entity is Privacy Shield certified (for transfers to US-based third parties). For further information, please contact us using the details set out in the Contact us section below.

Security

Security is a priority for us when it comes to your personal data. We're committed to protecting your personal data and have appropriate technical and organisational measures in place to make sure that happens.

We implement the following security measures and regulations to ensure your data is safe:

- All emails containing personal data must be encrypted and/or password protected;
- All emails containing personal data must be marked “confidential”;
- Personal data may only be transmitted over secure networks;
- Where personal data is to be transferred in hardcopy form, it should be passed directly to the recipient or sent marked as “confidential”;
- All personal data transferred physically should be transferred in a suitable container marked “confidential”;
- All hardcopies of personal data, along with any electronic copies stored on physical media should be stored securely;
- No personal data may be transferred to any employees, agents, contractors, or other parties, whether such parties are working on behalf of the Company or not, without authorisation;
- Personal data must be handled with care at all times and should not be left unattended or on view;
- Computers used to view personal data must always be locked before being left unattended;
- No personal data should be transferred to any device personally belonging to an employee and personal data may only be transferred to devices belonging to agents, contractors, or other parties working on behalf of the Company where the party in question has agreed to comply fully with the Company’s Data Protection Policy and the GDPR;
- All personal data stored electronically is backed up frequently with backups offsite at an Amazon Web Services data centre;
- All electronic copies of personal data should be stored securely using passwords and encryption as appropriate;
- All passwords used to protect personal data should be changed regularly and must be secure;
- Under no circumstances should any passwords be written down or shared. If a password is forgotten, it must be reset using the applicable method. IT staff do not have access to passwords;
- All software should be kept up-to-date. Security-related updates should be installed as soon as reasonably possible after becoming available;
- No software may be installed on any Company-owned computer or device without approval; and
- Where personal data held by the Company is used for marketing purposes, it shall be the responsibility of Ailytic management to ensure that the appropriate consent is obtained and that no data subjects have opted out, whether directly or via a third-party service.

The following organisational measures are in place within the Company to protect the security of personal data. Please refer to the Company’s Data Protection Policy for further details:

- All employees and other parties working on behalf of the Company shall be made fully aware of both their individual responsibilities and the Company’s responsibilities under the GDPR and under the Company’s Data Protection Policy;
- Only employees and other parties working on behalf of the Company that need access to, and use of, personal data in order to perform their work shall have access to personal data held by the Company;
- All employees and other parties working on behalf of the Company handling personal data will be appropriately trained to do so;
- All employees and other parties working on behalf of the Company handling personal data will be appropriately supervised;
- All employees and other parties working on behalf of the Company handling personal data should exercise care and caution when discussing any work relating to personal data at all times;
- Methods of collecting, holding, and processing personal data shall be regularly evaluated and reviewed;
- The performance of those employees and other parties working on behalf of the Company handling personal data shall be regularly evaluated and reviewed;
- All employees and other parties working on behalf of the Company handling personal data will be bound by contract to comply with the GDPR and the Company’s Data Protection Policy;
- All agents, contractors, or other parties working on behalf of the Company handling personal data must ensure that any and all relevant employees are held to the same conditions as those relevant employees of the Company arising out of the GDPR and the Company’s Data Protection Policy;

Retention

The length of time we keep your personal data depends on what it is and whether we have an ongoing business need to retain it (for example, to provide you with a service you've requested or to comply with applicable legal, tax or accounting requirements).

We'll retain your personal data for as long as we have a relationship with you and for a period of time afterwards where we have an ongoing business need to retain it, in accordance with our data retention policies and practices. Following that period, we'll make sure it's deleted or anonymised and if requested will require proof to that effect.

Your rights

It's your personal data and you have certain rights relating to it. When it comes to marketing communications, you can ask us not to send you these at any time – just follow the unsubscribe instructions contained in the marketing communication, or contact us from the [Ailytic Support](#) or [Contact Us](#) page on our website.

You also have rights to:

- know what personal data we hold about you, and to make sure it's correct and up to date
- request a copy of your personal data, or ask us to restrict processing your personal data or delete it
- object to our continued processing of your personal data

You can exercise these rights at any time by contacting us from the [Ailytic Support](#) or [Contact Us](#) page and also by calling us directly on +61 8 8120 3004.

If you're not happy with how we are processing your personal data, please let us know by contacting us. We will review and investigate your complaint and try to get back to you within a reasonable time frame. You can also complain to your local data protection authority. They will be able to advise you how to submit a complaint.

How to contact us

We're always keen to hear from you. If you're curious about what personal data we hold about you or you have a question or feedback for us on this notice, our software or services, please get in touch.

As a technology company, we prefer to communicate with you by email – this ensures that you're put in contact with the right person, in the right location, and in accordance with any regulatory time frames.

Contact us from the [Ailytic Support](#) or [Contact Us](#) page, by email to support@ailytic.com and also by calling us directly on +61 8 8120 3004.