

Privacy policy

Valid from: 16 December, 2019

This is the Privacy Policy offered by memoQ Zrt. (memoQ Ltd.). For detailed contact information, visit our [Contact Us page](#).

To contact our Chief Information Security Officer who is also acting as the Data Protection Officer, please write to data-protection@memoq.com.

In short: We will not give your data to third parties to use for their benefit without asking your permission. (We may use external data processing services to process them for the purposes listed below.) We will never sell your data to any third parties. We will not harvest or buy personal data in bulk and use them without permission from those who the data are about. We will not collect data about your behavior at any other sites than our own. For all the details on what we *will* do with your data, please read on.

memoQ needs some of your personal data if you purchase or use our products or services, or when you contact us, register for a webinar or training, or when you access certain services or documents on our website. We also collect personal data when you apply for a job through our website.

If you represent an organization that purchases or uses our products and services, your personal data will be used in connection to this organization.

memoQ is the data controller and, in most cases, the data processor for your personal data.

We collect, store, process, and protect your personal data according to Regulation 2016/679/EC (GDPR) of the European Commission, local data protection laws as well as our audited ISO 27001 information security management system.

CCPA notice: As memoQ's annual revenue is below 25 million USD, most of CCPA's provisions do not apply to us. However, we would like to emphasize that a) we do not collect sensitive, secondary, or inferred personal data, b) we do not collect personal data not absolutely necessary for our business operation, c) we never sell or buy personal data under any circumstances, d) we do not perform fully automatic profiling based on personal data.

Contents

Contents	1
A. General policies	2
1. What personal data do we collect?	2
2. Why do we need your data?	2
3. How we will <i>not</i> use your data	3
4. Who and where will we process your data?	3
5. Caution: third-party modules may also collect data	5
6. How long do we keep your data?	6
7. What are your rights?	6
8. Exceptions and restrictions	6
9. What rights do organizations have?	7

B. Specific policies by user group or by service	7
1. Are you an individual user of memoQ?	7
2. Do you represent an organization that uses memoQ or memoQ server?	8
3. Do you use Language Terminal?	8
4. Do you or your organization use memoQ cloud server?	9
5. Are we hosting a memoQ server for you?	11
6. Pixels and cookies – How do we track you when you visit our website?	12
7. What happens when you visit our website to access certain services or documents, or to contact us?	13
8. What happens when you register for a webinar through our website?	14
9. What happens when you register for online training through our website?	14
10. What happens if you send a support request through our support form?	15
11. What happens when you use the Contact us form on our website?	15
12. Did you sign up for the Referral Program on our website?	16
13. Did you chat with memoQbot on our website?	16
14. Did you enroll in the memoQ Design Lab?	16

A. General policies

1. What personal data do we collect?

In general, we collect the following types of data from you:

- name,
- e-mail address,
- organization (company),
- country,
- city,
- phone number, and
- a profile description. The profile description is a single phrase, describing the user group or the type of organization you belong to (individual/freelancer, translation company, other company, educational institution etc.). You will be asked to choose one from several pre-defined profile descriptions.

If you purchase or subscribe to products or services, we also collect your billing details.

Whenever we collect personal data from you, we assume that you provide your own details, not the details of someone else. If, however, you fill in someone else's data, please make sure you have the express, written, and voluntary consent of that person – or else a written authorization if you are filling in data on behalf of your employer or a manager at work.

For more specific information on the data we collect and the purposes we use them for, please read on for the sections that apply to you.

2. Why do we need your data?

In general, we need your personal data for the following purposes:

- Checking if you are eligible for certain product licenses, or certain services
- Contacting you about services or changes to services and service terms
- Billing you for paid licenses and services you purchase or subscribe to
- Sending notices about the licenses you are using
- Sending expiry notices about licenses and services you are using
- E-mail advertising: Sending upgrade or promotion offers through mass e-mailing or through social media targeting
- Inviting you to surveys about our products, services, or plans, for the purpose of quality assurance as well as more accurate planning
- Market research: Collecting market information through automatic or manual profiling where the personal data collected from you may determine which profile group(s) you belong to. The groups you belong to will determine the types of offers (discounts or product types) we may make to you later on. At the time of writing, we do not employ fully automatic profiling. You may opt out of automatic profiling at any time (see the section about your rights).
- Targeted or retargeted advertisements through Facebook, Twitter, LinkedIn, and Google (and their affiliated networks). This may or may not use your personal data – your e-mail address and, occasionally, cookies.
- Inviting you to provide reviews, case studies and testimonials for specific target groups.

Storing and keeping some of your data may be required by law – see the section about how long we keep your data.

Processing your data for some purposes may be required for us to comply with existing contracts. In such cases, opting out from data processing is not possible without terminating the related contract (which may be a licensing agreement or a service agreement).

When we send you newsletters or requests for feedback or reviews, we can legally do it because it is in our lawful business interest, and we have proved that by completing a Lawful Interest Assessment test. That said, you may withdraw your consent and make us stop doing this at any time, and most of the time we are asking for your consent up front anyway.

For more specific information on the data we collect and the purposes we use them for, please read on for the sections that apply to you.

3. How we will *not* use your data

We will not disclose your personal data to unauthorized third-party recipients without your prior express consent. We will not sell personal data under any circumstances.

If you are a citizen of the European Union, we will not transfer your data to external data processing agents that store or process the data in countries that are not approved by the European Commission due to lack of appropriate data protection regulations or infrastructure. Your data will be processed in the European Union, Canada, or in the United States, by external data protection agents that either offer GDPR compliance or compliance with the EU-US Privacy Shield Framework.

The European Commission has so far recognized the United States (limited to the [Privacy Shield Framework](#)) and Canada as providing adequate protection.

For more details about the external data processing agents we use, see the next section.

4. Who and where will we process your data?

For the purposes of mass e-mailing, surveys, market analysis, and recruitment, we are contracting and using the following external data processing agents:

- Mailchimp: Mass e-mailing service. This provider is based in the United States. Their privacy information is available at <https://kb.mailchimp.com/accounts/management/about-the-general-data-protection-regulation>.

- PostMarkApp: Transactional e-mailing service. This provider is based in the United States. Their privacy policy is available at <https://postmarkapp.com/eu-privacy>.
- SurveyMonkey: Survey collection and analysis service. This provider is based in the United States. Their privacy policy is available at <https://www.surveymonkey.com/mp/legal/privacy-policy/>. In their privacy policy, you are a 'Respondent'.
- Zoom: Online meeting and presentation space. Through them, we collect names, e-mail addresses, affiliations, countries, and survey responses from webinar attendees. This provider stores and processes personal data in the US. Zoom claims GDPR compliance. Their privacy policy is available at <https://memoq.zoom.us/privacy>.
- Whova: An event organizer app we use to provide information for attendees of memoQfest, our annual conference. They will process your personal data (name and e-mail) only if you attend memoQfest, and only a short time before and during the event. Their servers are based in the US. Their privacy policy is available at <https://whova.com/privacy/>.
- ZohoCRM and its extensions: A customer relationship management service that we use to track the sales process. If you or your organization are in touch with us as a potential or existing customer, your data may be stored and processed in the ZohoCRM system. They process data in the United States of America and in the European Economic Area (EEA). Their privacy policy is available here: <https://www.zoho.com/privacy.html> (look for the "Information that Zoho processes on your behalf" section).
- HubSpot CRM and its extensions: A customer relationship management service that we use to track the sales process. If you or your organization are in touch with us as a potential or existing customer, your data may be stored and processed in the HubSpot system. They process data in the United States of America and in the European Economic Area (EEA). HubSpot claims GDPR compliance. Their privacy policy is available here: <https://legal.hubspot.com/privacy-policy>.
- Hetzner Online (Germany): This server hosting provider acts as a data subprocessor when we use them to host the servers to store your data.
- Hetzner Online (Germany), ServerLoft (Germany, France, US), Codero ServerPortal (US), Microsoft Azure (USA, Canada, Europe, Japan): These server hosting providers act as data subprocessors when we use them to host your memoQ servers. On these servers, we do not store or process your personal data. To learn more, see the Data Processing Addendum in our General Terms of Service (<https://www.memoq.com/en/legal/terms-of-service>).
- Facebook will occasionally receive your e-mail address in order to create custom audiences. Facebook will not keep your e-mail address and will only add to an audience list if they already have the same e-mail address on file, independently from us. Facebook as a data controller offers this data policy: <https://www.facebook.com/about/privacy/update>. Facebook as a data processor offers this data processing agreements: <https://www.facebook.com/legal/terms/dataprocessing> and <https://www.facebook.com/legal/terms/customaudience#>. Facebook stores data in the European Economic Area (EEA) as well as in the USA, and complies with the EU-US Privacy Shield.
- LinkedIn may occasionally receive your e-mail address in order to create custom audiences. LinkedIn will not keep your e-mail address and will only add to an audience list if they already have the same e-mail address on file, independently from us. LinkedIn as a data controller offers this data policy: <https://www.linkedin.com/legal/privacy-policy>. LinkedIn as a data processor offers this data processing agreement: <https://legal.linkedin.com/dpa>. LinkedIn stores data in the European Economic Area (EEA) as well as in the USA, and complies with the EU-US Privacy Shield.
- Twitter may occasionally receive your e-mail address in order to create custom audiences. Twitter will not keep your e-mail address and will only add to an audience list if they already have the same e-mail address on file, independently from us. Twitter as a data controller offers this data policy: <https://twitter.com/en/privacy>. Twitter as a data processor includes data processing clauses in their service terms: <https://legal.twitter.com/ads-terms/international.html>. Twitter stores data in the European Economic Area (EEA) as well as in the USA, and complies with

the EU-US Privacy Shield. Their privacy policy is available at <https://policies.google.com/privacy?hl=en>.

- We use Google Adwords to target advertisements to specific search terms and cookies. We do not send personal data to Google. Google may collect and store data in the EEA or in the USA, and is compliant with the EU-US Privacy Shield.
- On some pages of our website, we may use Drift (<https://www.drift.com/>) to collect data on our behalf. Their privacy policy is available at <https://www.drift.com/privacy-policy/>. Drift collects and stores data in the USA and is complying with the EU-US Privacy Shield.
- G2Crowd: We use G2Crowd to solicit reviews from select customers. G2Crowd may receive your name, e-mail address, and affiliation. G2Crowd will automatically profile the *organizations* you work for, to determine specific target groups. G2Crowd operates and stores data in the USA and is complying with the EU-US Privacy Shield. Their privacy policy is available here: <https://www.g2crowd.com/static/privacy>.
- ZeroBounce: We use ZeroBounce to validate self-registered e-mail addresses before we use the addresses for any purposes. ZeroBounce may receive your e-mail address in a list, and store it as long as it is necessary to perform the validation. After validation, e-mail lists are deleted immediately. ZeroBounce operates in the United States and claims GDPR compliance. Their privacy policy is available here: <https://www.zerobounce.net/privacy-policy.html>.
- Emakina.hr: Emakina is a solution provider based in Zagreb, Croatia. They help us maintain and improve our website, and they occasionally access our web servers to perform technical maintenance or deploy new versions. Emakina do not copy or store your data on their premises or on servers under their control. Emakina is based in the EU, they are GDPR-compliant, and memoQ has an adequate Data Processing Agreement (DPA) with them. Their privacy policy is available at <https://www.emakina.com/legal/privacy>.
- Zendesk: We use Zendesk to handle customer support tickets. Our customers – or representatives of our customers – need to register with this service and specify basic contact details. Zendesk claims to be GDPR-compliant and we have set up a DPA with them. Their privacy policy is available at <https://www.zendesk.com/company/customers-partners/privacy-policy/>
- Atlassian Jira: We use Atlassian Jira for developer issue management. Some of the customer support tickets – the ones that require bugfixing or any other kind of developer intervention – end up in Jira, along with customer information and the sample data occasionally sent by the customer. These are never processed as personal information. Atlassian claims to be GDPR-compliant and we have set up a DPA with them. Their privacy policy is available at <https://www.atlassian.com/legal/privacy-policy>.
- Hotjar: We use Hotjar to test our websites and online applications. We do not identify users while doing this, although we use numeric identifiers to be able to tell if a second action is coming from the same user. We never identify the person of the user; we never ask or authorize Hotjar to identify a user or set up a user profile. We have a DPA with Hotjar. Their privacy policy is available at <https://www.hotjar.com/legal/policies/privacy>.

The above data processing agents are exclusively used for the specific purposes outlined above. For all other purposes, we store and process your data on servers we host or have hosted in Hungary and in Germany. (If you are not a citizen of the European Union, your data may be stored and processed on servers located in Japan, Canada, or in the United States.)

We have entered into, or we are in the process of entering into a data processing agreement with each of the above data processing agents, either by signing the Data Processing Addendum to their Terms of Service, or automatically (if the provider included the data processing clauses in their Terms of Service).

5. Caution: third-party modules may also collect data

When you use a third-party module to access an online service (such as a machine translation service) in memoQ or memoQ server, you will have a direct agreement with the operator of that

online service, without the intervention of memoQ Ltd. The operator of the service may collect data from you directly, without our knowledge. We will not be responsible for the protection of those data: please consult the privacy policies and service terms of those operators.

In addition, if you are using a machine translation service, memoQ or memoQ server may need to send document text to that service. This document text may contain personal data. Please make sure you have an adequate data protection agreement with the provider of the machine translation service.

6. How long do we keep your data?

Under Hungarian law, we are required to keep your billing details and all documents about your business transactions with memoQ for 8 years after your last purchase according to the Data Retention Policy. These documents include offers, quotes, contracts, invoices, banking documents and customer support communication. After this period, your personal data will be irreversibly destroyed.

Any personal data held by us for marketing and service update notifications will be kept by us until such you notify us that you no longer wish to receive this information, or until the information becomes obsolete or unnecessary.

7. What are your rights?

Regarding the personal data we collect and use, you have the right to:

- require us to inform you about the data we are storing and processing about you
- require us to rectify or erase these data (exceptions may apply if the law or existing contracts require so)
- restrict or object to the data processing
- transfer your data without restrictions to another data controller. This is called the right to data portability.
- withdraw your consent to process your data in general or for specific purposes (opt-out). Our actions to process your data *before* the time you withdraw your consent will still remain lawful.

More specifically:

If you believe that any personal data we hold on you is incorrect or incomplete, you may request to see this information, and have it corrected or deleted. Please contact us through our Data Subject Access Request Form.

If you wish to complain about how we have handled your personal data, please contact our Chief Information Security Officer at data-protection@memoq.com or in writing at Beke sgt. 14., Gyula, H5700 Hungary. Our CISO will then look into your complaint and work with you to resolve the matter.

If you still feel that your personal data have not been handled appropriately according to the law, you may contact the Hungarian Data Protection Authority (Nemzeti Adatvédelmi és Információszabadság Hatóság, 1125 Budapest, Szilágyi Erzsébet fasor 22c, phone: 06 1 391 1400) and file a complaint with them.

8. Exceptions and restrictions

To these rights, the following exceptions and restrictions may apply:

- The above rights may not apply to non-personal data – if the data are about an organization and are not suitable to identify individuals.
- For specific (contractual) purposes, you – as an individual – may have the right to opt out from data processing. However, the organization you represent may not have this right. In this case, you are kindly asked to provide the data of another (consenting) representative to be the contact for your organization.

9. What rights do organizations have?

Privacy rights apply to individuals only. Organizations – legal entities – do not have these rights.

The rights of organizations originate from the General Terms of Service, the End-User License Agreement as well as the Civil Code of Hungary, except where an individual agreement specifies otherwise.

B. Specific policies by user group or by service

You need to read these sections in order to learn all the specifics about the data we collect from you and the purposes we use them for. Read *all* sections that apply to you – there can be more than one.

1. Are you an individual user of memoQ?

As an individual user of memoQ, you have two agreements with us: an [end-user license agreement](#) and a service agreement ([see the General Terms of Service here](#)).

We collect the following data from you:

- Name
- E-mail address
- Country
- Phone number
- In case of purchase: Billing address

What gives us the right to process these data?

- Tax regulations: For 8 years after a purchase, we must be able to provide proof of the business transaction to the tax authorities. For this purpose, we must retain the billing details and the related documents.
- Contractual obligations: Both the end-user license agreement and the related service agreement require that you specify valid contact details, so that we can check your eligibility to the product and the related services, and communicate with you concerning the products and services you are using. Such communication includes information about the licenses and services you are using, expiry reminders, update notifications etc.
If you ask us to erase your data or restrict this type of data processing, you may only do so if you terminate your agreements with us.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason.

How do we check your eligibility?

When you download and activate memoQ, you receive a serial number. Licenses and services are tied to this serial number. The serial number itself is not suitable to identify you. Eligibility to licenses or to services is checked by matching the serial number to a central license database that we maintain.

How do we collect usage information?

We may collect information about the ways you use memoQ. We do this exclusively through the user interface of the product. Before we collect usage data, we always ask for your express consent, and you will always be aware that data collection is underway.

We transfer the usage data to our servers anonymously. We store and process aggregated data only, and we have no possibility to track usage data back to individuals.

2. Do you represent an organization that uses memoQ or memoQ server?

As a representative of a corporate user of memoQ, your organization has two agreements with us: an [end-user license agreement](#) and a service agreement ([see the General Terms of Service here](#)).

We collect the following data from you:

- Name
- E-mail address
- Company
- Country
- Phone number
- In case of purchase: Billing address of the organization (which, depending on the circumstances, may or may not be personal information)

What gives us the right to process these data?

- Tax regulations: For 8 years after a purchase, we must be able to provide proof of the business transaction to the tax authorities. For this purpose, we must retain the billing details and the related documents.
- Contractual obligations: Both the end-user license agreement and the related service agreement require that you specify valid contact details, so that we can check your organization's eligibility to the product and the related services, and communicate with you concerning the products and services you are using. Such communication includes information about the licenses and services you are using, expiry reminders, update notifications, etc.
If you ask us to erase your personal data or restrict this type of data processing, your organization will be required to appoint another contact person, and supply us with their details.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. Your organization may also appoint another contact person who consents to receive such communication.

How do we check your eligibility?

When you download and activate memoQ, you receive a serial number. Licenses and services are tied to this serial number. The serial number itself is not suitable to identify you or any particular individual in your organization. Eligibility to licenses or to services is checked by matching the serial number to a central license database that we maintain.

How do we collect usage information?

We may collect information about the ways you use memoQ. We do this exclusively through the user interface of the product. Before we collect usage data, we always ask for your express consent, and you will always be aware that data collection is underway.

We transfer the usage data to our servers anonymously. We store and process aggregated data only, and we have no possibility to track usage data back to individuals.

3. Do you use Language Terminal?

Language Terminal is a portal that provides various services to its users. If you use Language Terminal, the [General Terms of Service](#) apply to you.

We collect the following data from you:

- Name
- E-mail address
- Password
- Type of user: individual or organization (and within that, the type of organization)

What gives us the right to process these data?

- Contractual obligations: These details are necessary for you to access the services of Language Terminal. You may withdraw your consent to process your data in this manner by removing your account from Language Terminal. You can do that at any time, without giving a reason.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. Your organization may also appoint another contact person who consents to receive such communication.

How about all the rest of the data in your Language Terminal profile?

You can enter several details in your Language Terminal profile that concern your professional activity, including details that you would include in your resumé, or details related to the projects you are involved in. You may share these details with other Language Terminal users.

However, we do not process or otherwise use these data. Except for the four details above, you are the data controller of the data in your Language Terminal profile, with all rights and responsibilities that follow from this fact. From your perspective, we are an external data processing agent.

In your Language Terminal profile, you can record personal data of third parties (e.g. your clients or representatives of your clients). If you plan to use these data for purposes other than fulfilling your contract, please make sure you have the consent of your clients to be recorded here. With respect to these data, you are the data controller. We will not process or use these data at all.

Data Processing Agreement

For Language Terminal users, we act as a data processing agent. As a Language Terminal user, you are required to enter into a Data Processing Agreement (DPA) with us. To make this easy, as of May 24, 2018, we include all required data processing clauses in our [General Terms of Service](#).

How do we protect the data in your Language Terminal profile?

We protect your data like we protect our own: they fall under our audited ISO 27001 information security management system.

Where are the Language Terminal data?

The Language Terminal servers are located in Germany, with backup locations in Hungary.

How do we collect usage information?

Because Language Terminal is an online service, usage data are available to us at all times. At the time of writing, we do not use these data for purposes other than counting statistics. In the future, we may start using these data for automatic profiling and targeting. Before we do this, we will ask for your express consent to do so.

4. Do you or your organization use memoQ cloud server or memoQ Zen?

As a representative of an organization that uses a memoQ cloud server, your organization has a service agreement with us. The [general terms of the service agreement](#) are available here. If you are using memoQ Zen, the [terms and conditions of memoQ Zen](#) apply to you.

We collect the following personal data from you:

- Name
- E-mail address
- Company
- Country
- Phone number
- Billing address of the organization (which, depending on the circumstances, may or may not be personal information)

What gives us the right to process these data?

- Tax regulations: For 8 years after a purchase, we must be able to provide proof of the business transaction to the tax authorities. For this purpose, we must retain the billing details and the related documents.
- Contractual obligations: The service agreement requires that you specify valid contact details, so that we can check your organization's eligibility to the product and the related services, and communicate with you concerning the products and services you are using. Such communication includes information about the licenses and services you are using, expiry reminders etc. If you ask us to erase your data or restrict this type of data processing, you may need to terminate your agreements with us, or your organization will be required to appoint another contact person, and supply us with their details.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. Your organization may also appoint another contact person who consents to receive such communication.

How about all the rest of the data on your memoQ cloud server?

You can load a large amount of data on your memoQ cloud server, including projects, documents, linguistic databases – and personal data of the users who may access your memoQ cloud server.

We do not process, access, or otherwise use these data. Except for the details required to enter into contract, you are the data controller as well as the data processor of all the data on your memoQ server, with all rights and responsibilities that follow from this fact. From your perspective, we provide data storage and processing infrastructure only.

Personal data in documents: Since the purpose of this service is not the processing of personal data, you may not be allowed to work with the personal data accidentally in the documents you receive for translation. Your client may be required to enter into a data processing agreement with you, or you – or your client – may need to remove or conceal personally identifiable information from the documents for the time of processing.

If you plan to use the personal data of your users for any purpose other than fulfilling contractual obligations, please make sure you – as the data controller – have their express written consent to do so.

Data Processing Agreement

For memoQ cloud server users, we act as a data processing agent. As a memoQ cloud server user, you are required to enter into a Data Processing Agreement (DPA) with us. To make this easy, as of May 24, 2018, we include all required data processing clauses in our [General Terms of Service](#).

How do we protect the data on your memoQ cloud server?

We protect your data like we protect our own: they fall under our audited ISO 27001 information security management system.

Where are the memoQ cloud servers?

The servers hosting the memoQ cloud servers are located in Canada, Germany, Netherlands, Japan, and in the United States. When you sign up for the memoQ cloud server, you can choose the location. If you expect to process personal data – or documents containing personal data – of EU citizens, please make sure you adhere to the regulations restricting the transfer of personal data outside the EEA.

How do we collect usage information?

Because a memoQ cloud server is an online service, usage data are available to us at all times. At the time of writing, we do not access or use these data. In the future, we may start using these data for usage statistics, automatic profiling and targeting. Before we do this, we will ask for your express consent to do so.

5. Are we hosting a memoQ server for you?

As a representative of a corporate user of memoQ, your organization has two agreements with us: an [end-user license agreement](#) and a service agreement ([see the General Terms of Service here](#))

We collect the following data from you:

- Name
- E-mail address
- Company
- Country
- Phone number
- In case of purchase: Billing address of the organization (which, depending on the circumstances, may or may not be personal information)

What gives us the right to process these data?

- Tax regulations: For 8 years after a purchase, we must be able to provide proof of the business transaction to the tax authorities. For this purpose, we must retain the billing details and the related documents.
- Contractual obligations: Both the end-user license agreement and the related service agreement require that you specify valid contact details, so that we can check your organization's eligibility to the product and the related services, and communicate with you concerning the products and services you are using. Such communication includes information about the licenses and services you are using, expiry reminders etc.
If you ask us to erase your data or restrict this type of data processing, your organization will be required to appoint another contact person, and supply us with their details.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. Your organization may also appoint another contact person who consents to receive such communication.

Where are the hosted memoQ servers?

As a rule, the servers hosting the memoQ servers are located in one of these countries: Canada, Germany, Netherlands, UK, Japan, Korea, and the United States. When you sign up for memoQ

server hosting, you can choose the location – you can also choose a different location than the ones listed above. If you expect to process personal data – or documents containing personal data – of EU citizens, please make sure you adhere to the regulations restricting the transfer of personal data outside the EEA.

What happens to the data on the hosted memoQ servers?

You can load a large amount of data on your hosted memoQ server, including projects, documents, linguistic databases – and personal data of the users who may access your memoQ server.

We do not process, access, or otherwise use these data. Except for the details required to enter into contract, you are the data controller as well as the data processor of all the data on your memoQ server, with all rights and responsibilities that follow from this fact. From your perspective, we provide data storage and processing infrastructure only.

If you plan to use the personal data of your users for any purpose other than fulfilling contractual obligations, please make sure you – as the data controller – have their express written consent to do so.

Personal data in documents: Since the purpose of this service is not the processing of personal data, you may not be allowed to work with the personal data accidentally in the documents you receive for translation. Your client may be required to enter into a data processing agreement with you, or you may need to remove or conceal personally identifiable information from the documents for the time of processing.

Data Processing Agreement

For memoQ server hosting customers, we act as a data processing agent. As a memoQ server hosting customer, you are required to enter into a Data Processing Agreement (DPA) with us. To make this easy, as of May 24, 2018, we include all required data processing clauses in our [General Terms of Service](#).

How do we collect usage information?

Because a hosted memoQ server is technically managed by us, usage data are available to us at all times. At the time of writing, we do not access or use these data. In the future, we may start using these data for usage statistics, automatic profiling and targeting. Before we do this, we will ask for your express consent to do so.

6. Pixels and cookies – How do we track you when you visit our website?

What are cookies?

Cookies, also referred to as web cookies, Internet cookies or browser cookies, are small pieces of data, usually of letter or numbers, which are sent from a website and stored in a user's web browser while the user is browsing that website.

Cookies help to remember information like items in a shopping cart or to record the user's browsing activity including clicking particular buttons, logging in, or recording which pages were visited by the user.

Most of the time, cookies do not carry personal data, but a website can use them to identify a returning visitor, often without being able to identify the *person* behind the web browser.

Does the memoq.com website use cookies?

Yes. We use cookies to ensure the best experience to everyone using memoq.com. By continuing to use our services, you are agreeing to the use of cookies.

What types of cookies do we use?

Session cookies are temporary data created in your browser's folder while you are visiting our website. The last only while you browse our site. From session cookies, various pages on the website

can tell visitors from each other, but they cannot identify the visitor's *person*. Once you leave the site, the session cookie is deleted.

Persistent cookies stay in your browser's folder. They are used again when you return to our website. A persistent cookie stays with you until you delete it or until it expires (because persistent cookies can have an expiry date).

Our use of cookies depends on the website CMS we use

For more information about our cookie usage, assigned level and description of usage, please visit <http://www.kentico.com/Cookie-Usage>

What happens if you refuse cookies on memoq.com?

Browsers are typically set to accept cookies. However, you can disable cookies through adjusting your internet software browsing settings. You can also adjust your browser settings to enable specific cookies or to notify you each time a new cookie is about to be stored on your computer enabling you to decide whether to accept or reject the cookie. To manage your use of cookies, there are various resources available to you, for example the "Help" section on your browser may assist you.

If you would like to know more about the use of cookies in our website, please use the Contact form to inquire.

What are pixels and how do we use them?

Pixels are a technology that tell websites where the visitor is coming from, and report back to the originating website. For example, when you click an advertisement in Facebook, a Facebook pixel placed on our website will receive this information – and report back to Facebook that someone just clicked through an advertisement placed with them.

As a result, Facebook will be able to give us numbers that indicate how well our advertisements work, and break down the numbers by pages visited or by campaigns. In addition, this helps Facebook compute the money we need to pay them for the advertisements.

Pixels do not carry personal data – we do not learn *who* clicked the advertisement. However, Facebook may be able to record your behavior when you click through these advertisements. When we use pixels, it is Facebook that knows your personal data – they are the data controller. To learn more, read Facebook's privacy policy: <https://www.facebook.com/about/privacy/update>.

In addition to Facebook pixels, we also use LinkedIn and Twitter pixels, so if you arrive at our website from LinkedIn and Twitter, they may also be able to track your behavior (but we aren't). That makes LinkedIn and Twitter controllers of your personal data. To learn more, read their respective privacy policies: <https://www.linkedin.com/legal/privacy-policy> and <https://twitter.com/en/privacy>.

How can you stop receiving targeted ads?

To opt out from e-mail-based audiences, send a note to data-protection@memoq.com. However, in most cases, you receive targeted advertisements through cookies or pixels, and not through your e-mail address. In that case, we don't know who you are – one of the social media platforms does.

With pixels and cookies, your personal data are actually collected and processed by the social media platform whose pixels we use (Facebook, Twitter, or LinkedIn). To allow or restrict this, visit one of the following pages:

- Facebook: <https://www.facebook.com/ads/preferences/>
- LinkedIn: <https://www.linkedin.com/help/linkedin/answer/62931/manage-advertising-preferences>

7. What happens when you visit our website to access certain services or documents, or to contact us?

When you visit our website, you may need to enter a few details about yourself before you can access certain information.

We collect the following details from you:

- name,
- e-mail address,
- organization (company),
- country,
- city,
- phone number, and
- a profile description. The profile description is a single phrase, describing the user group or the type of organization you belong to (individual/freelancer, translation company, other company, educational institution etc.). You will be asked to choose one from several pre-defined profile descriptions.

What gives us the right to process these data?

Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. When you enter your details, you may be asked for your consent to have your data processed by us. In some cases, your consent may be required before you can access a service or a document (a webinar video, for example). However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. If you represent an organization, it is kindly requested to appoint another contact person who consents to receive such communication.

8. What happens when you register for a webinar through our website?

When you register for a webinar, we will collect your name, e-mail address, and potentially your affiliation and country, through the Zoom system.

What gives us the right to process these data?

- Contractual obligation: Your details are required for Zoom to allow you to attend.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. If you represent an organization, it is kindly requested to appoint another contact person who consents to receive such communication.

What is the role of GotoWebinar in processing your personal data?

When you attend the webinar, you will access the Zoom system. To that session, Zoom's terms of service and privacy policy apply (<https://memoq.zoom.us/privacy>). In this setup, we are the data controller for your data, and Zoom is an external data processing agent.

Throughout the webinar, you may be asked to respond to surveys, and you will be able to ask questions. Your questions and survey responses will be transferred to us. However, the askers or responders are not necessarily identified, and your answers are not automatically matched to your personal data.

9. What happens when you register for online training through our website?

E-learning is a free service on our website. When you use e-learning, the general terms of service apply to you.

We collect the following personal data:

- User name
- E-mail address
- Password

What gives us the right to process these data?

- Contractual obligation: The e-learning system must be able to authenticate, track, and communicate with attendees.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. If you represent an organization, it is kindly requested to appoint another contact person who consents to receive such communication.

10. What happens if you send a support request through our support form?

You may send a support request if you or your organization have a valid service agreement with us. To that service agreement, the [general terms of service](#) apply.

We collect the following personal data from you:

- Full name
- E-mail address
- Serial number

What gives us the right to process these data?

- Contractual obligations: Both the end-user license agreement and the related service agreement require that you specify valid contact details, so that we can check your organization's eligibility to the product and the related services, and communicate with you concerning the products and services you are using. Such communication includes information about the licenses and services you are using, expiry reminders etc.
If you ask us to erase your data or restricting this type of data processing, you may need to terminate your agreements with us, or your organization will be required to appoint another contact person, and supply us with their details.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. If you represent an organization, it is kindly requested to appoint another contact person who consents to receive such communication.

11. What happens when you use the Contact us form on our website?

We collect the following data from you:

- First name, last name,
- e-mail,
- company,
- profile description (see section A.1),
- country,

- city,
- phone number

What gives us the right to process these data?

- Contractual obligation: We need your contact details to be able to respond.
- Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. Your organization may also appoint another contact person who consents to receive such communication.

12. Did you sign up for the Referral Program on our website?

In this case, the [terms of the Referral Program](#) apply to you.

You need a memoQ account to sign up for the Referral Program.

When participating, we will create a Unique Link for you, which you can share. The Unique link cannot be used to identify you.

13. Did you chat with memoQbot on our website?

When you visit some pages on the memoq.com website, an automatic chat agent called memoQbot will offer to chat with you. At certain points of the conversation, memoQbot will collect personal data from you. Most of the time, memoQbot asks for your name and e-mail address, but it can also enrich your data from other information, available in your public profiles.

memoQbot is operated by a technology called Drift (<https://www.drift.com/>), which will ask for your consent to process your data. memoQbot (Drift) collects the data on our behalf, which makes memoQ the data controller and Drift the data processor.

What gives us the right to process these data?

Contractual obligations: We need your data to communicate with you according to the Terms of use of our website, or to comply with other contracts that may exist between us.

Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. If you represent an organization, it is kindly requested to appoint another contact person who consents to receive such communication.

14. Did you enroll in the memoQ Design Lab?

The Membership terms of the memoQ Design Lab are available here:
<https://memoq.com/legal/mQDL-membership-terms>.

When you sign up for the memoQ Design Lab, we collect the following details from you:

- first and last name,
- e-mail address,
- your position (freelance translator, language service provider, translation department, other)
- organization (company),

- your role in your job (select from 6 answers or describe in a few words)

We collect the above data through SurveyMonkey, a designated external data processing agent (see Chapter A.4).

What gives us the right to process these data?

Contractual obligations: We need your data to communicate with you about these programs as promised.

Our lawful business interest or your consent: We may send you e-mails containing general or targeted offers, invitations to events or surveys concerning quality assurance or market research. In addition, we may use your e-mail address to create targeted audiences in social media, or automatically determine which buyer group you belong to. Our lawful business interest is based on GDPR Recital 47(7), in conjunction with Art. 6 (f). Besides, by entering into a license agreement or service agreement with us, you consent to receive such communication from us. However, you may withdraw your consent or require us to stop such processing at any time, without giving a reason. If you represent an organization, it is kindly requested to appoint another contact person who consents to receive such communication.

How do we collect usage data?

Under the Customer Insights Program, we collect usage data anonymously, without collecting any personal information. For more details, see the [description of the program](#).