

# MAGNETIQ/KSEATING/KFASHION PRIVACY POLICY

## INTRODUCTION

Koinema commits to strong, secure and transparent privacy practices, because your privacy is paramount to us.

We are doing our very best to protect your privacy and avoid any misuse or abuse of your personal data. And because we value your privacy and strives for our Service to be safe and enjoyable for everyone:

- We never sell personal data to anyone
- We carry out all processing operations in compliance with GDPR.

## OUR PRIVACY POLICY EXPLAINS:

- What information we collect about you
- How we use information we collect
- How we share information we collect
- How we store and secure information we collect
- How long we keep information
- How to access and control your information
- How we transfer information we collect internationally
- Other important privacy information

## OUR PRIVACY POLICY APPLIES TO:

- Our Customers ( including its internal users ("**Customer user(s)**")
- Users's contacts ("**Users's contacts**") of our Customers who are created or imported in our application by Customer user's.

## WHO IS KOINEMA?

Koinema srl is an Italian company headquartered in Bologna, Italy. Koinema provides a platform called Magnetiq, Kfashion or KSeating ("**Service**") through a Software as a Service (SaaS) model. The Service is aimed to pr (and press) offices and agencies all over the world that need to launch new products or collections and manage their (or their clients') events, showrooms, samples, campaigns.

This Privacy Policy covers the information we collect about you when you use our Service, unless a different privacy policy is displayed. This policy also explains your choices about how we use information about you. Your choices include how you can object to certain uses of information about you and how you can access and update certain information about you. **If you do not**



**agree with this policy, do not access or use our Service or interact with any other aspect of our business.**

When we refer to "**Koinema**," "**we**," or "**us**" in this policy, we mean Koinema Srl., which controls the information collects when you use the the Magnetiq/KFashion/KSeating Service.

## **WHAT INFORMATION WE COLLECT ABOUT YOU**

We collect information about you when you provide it to us, when you use our Service, and when other sources provide it to us, as further described below.

### **INFORMATION YOU PROVIDE TO US**

We collect information about you when you input it into the Service or otherwise provide it directly to us.

**Account and Profile Information:** We collect information about you when you register for an account, create or modify your profile, set preferences through the Service.

**Content you provide through our Service:** The Service where we collect and store content that you import, send and receive. This content includes Users's contacts data in form of Personal Data. Examples of content we collect and store include: the name, surname, email, telephone and address of a Users's contact.

### **INFORMATION WE COLLECT AUTOMATICALLY WHEN YOU USE THE SERVICE**

We collect information about you when you use our Service, including taking certain actions within the Service.

**Your use of the Service:** We keep track of certain information about you when you interact with our Service. This information for example includes the Users's contacts you import or create, the seat you assign to a guest or certain functionalities of the Service you are using.

**Cookies and Other Tracking Technologies:** Koinema use cookies other tracking technologies (e.g., web beacons) to provide functionality and to recognize you across different Service and devices.

### **INFORMATION WE RECEIVE FROM OTHER SOURCES**

We receive information about you from other Service users.

**Other users of the Service:** Other users of our Service may provide information about you when they submit content through the Service. For example, we receive your email address from an administrator of the Service



when they provide it in order to invite you to the Service or your telephone may be added to your profile by an administrator of the Service.

## HOW WE USE INFORMATION WE COLLECT

Below are the specific purposes for which we use the information we collect about you.

**To provide the Service and personalize your experience:** We use information about you to provide the Service to you, including to authenticate you when you log in, provide customer support, and operate and maintain the Service. For example, we use the name, surname, email and telephone you provide in your account to identify you to other Service users.

**For research and development:** We are always looking for ways to make our Service smarter, faster, secure, integrated and useful to you. We use collective learnings about how people use our Service and feedback provided directly to us to troubleshoot and to identify trends, usage, activity patterns and areas for integration and improvement of the Service.

**To communicate with you about the Service:** We use your contact information to send transactional communications via email, sending you technical notices, updates, security alerts, and administrative messages. We also provide tailored communications based on your activity and interactions with us. For example, certain actions you take in the Service may automatically trigger a feature within the Service that would make that task easier.

**Customer support:** We use your information to resolve technical issues you encounter, to respond to your requests for assistance, to analyze crash information, and to repair and improve the Service.

**For safety and security:** We use information about you and your Service use to verify accounts and activity, to monitor suspicious or fraudulent activity and to identify violations of Service policies.

**To protect our legitimate business interests and legal rights:** Where required by law or where we believe it is necessary to protect our legal rights, interests and the interests of others, we use information about you in connection with legal claims, compliance, regulatory, and audit functions, and disclosures in connection with the acquisition, merger or sale of a business.

**With your consent:** We use information about you where you have given us consent to do so for a specific purpose not listed above. For example, we may publish testimonials or featured customer stories to promote the Service, with your permission.

## HOW WE SHARE INFORMATION WE COLLECT

We make collaboration tools, and we want them to work well for you. This means sharing information through the Service and with certain third parties.



We share information we collect about you in the ways discussed below, including in connection with possible business transfers, but we are not in the business of selling information about you to advertisers or other third parties.

**Sharing with other Service users:** When you join a team, your name and contact information will be displayed in a list for other team members and administrators so they can find and interact with you.

**WE SHARE INFORMATION WITH THIRD PARTIES THAT HELP US OPERATE, PROVIDE, IMPROVE, INTEGRATE, CUSTOMIZE AND SUPPORT OUR SERVICE.**

**Service Providers:** We work with third-party service providers to provide hosting, maintenance, backup, storage, virtual infrastructure and other Service for us, which may require them to access or use information about you. If a service provider needs to access information about you to perform Service on our behalf, they do so under instruction from us, including abiding by policies and procedures designed to protect your information.

**Newslettering and customer support:** We may use third party service providers to help us operate our business or administer activities on our behalf, such as sending out newsletters or operate customer support. We may share your information with these third parties for those limited purposes provided that you have given us your permission.

**Compliance with Enforcement Requests and Applicable Laws; Enforcement of Our Rights:** In exceptional circumstances, we may share information about you with a third party if we believe that sharing is reasonably necessary to (a) comply with any applicable law, regulation, legal process or governmental request, including to meet national security requirements, (b) enforce our agreements, policies and terms of service, (c) protect the security or integrity of our products and Service, (d) protect Koinema, our customers or the public from harm or illegal activities, or (e) respond to an emergency which we believe in good faith requires us to disclose information to assist in preventing the death or serious bodily injury of any person.

**Business transfers:** We may share or transfer information we collect under this privacy policy in connection with any merger, sale of company assets, financing, or acquisition of all or a portion of the Koinema or Magnetic, KSeating or KFashion businesses to another company. You will be notified via email and/or a prominent notice on the Service if a transaction takes place, as well as any choices you may have regarding your information.



## HOW WE STORE AND SECURE INFORMATION WE COLLECT

**Information storage and security:** We take appropriate and reasonable technical and organizational measures to protect Personal Information from loss, misuse, unauthorized access, disclosure, alteration, and destruction, taking into account the risks involved in the processing and the nature of the Personal Data. We use Personal Data Pseudonymisation: in all cases where there is no need to process the real data of the data subject, they are replaced by "pseudonyms" so that they can not be traced back to the real data subject. We encrypt the Personal Data:

- *in transit:* the communication of data between the application and the database or any other component external to the application is encrypted;
- *at rest:* the data always reside on encrypted supports, for example the memory supports of the production server or any machine / device in which the personal data are transferred are encrypted;
- *in the backup:* the backup software is specifically configured to encrypt the data in transit and at rest

Service accounts require a username and password to log in. You must keep your username and password secure, and never disclose it to a third party. Because the information in your account is so sensitive, account passwords are hashed, which means we cannot see yours password. We cannot resend forgotten passwords either. We will only provide you with instructions on how to reset them.

## HOW LONG WE KEEP INFORMATION

How long we keep information we collect about you depends on the type of information, as described in further detail below. After such time, we will either delete or anonymize your information or, if this is not possible (for example, because the information has been stored in backup archives), then we will securely store your information and isolate it from any further use until deletion is possible.

**Managed accounts:** Since the Service are made available to you through an organization (e.g., your employer), we'll retain your information as long as required by you or the administrator of your account. For more information, see "Sharing with other Service users" above.

**Information you share on the Service:** If your account is deleted, some of your information and the content you have provided will remain in order to allow your team members or other users to make full use of the



Service. For example, we continue to display content you provided to Contacts, Events, Samples or Showrooms.

**Marketing information:** If you have elected to receive marketing emails from us, we retain information about your marketing preferences unless you specifically ask us to delete such information.

## HOW TO ACCESS AND CONTROL YOUR INFORMATION

You have certain choices available to you when it comes to your information. Below is a summary of those choices, how to exercise them and any limitations. We will respond to requests about this within a reasonable timeframe.

**Your Choices:** You have the right to request a copy of your Personal Data we retain, to request the deletion or restriction of your Personal Data. Below, we describe the tools and processes for making these requests. Where the Service are administered for you by an administrator (see "Notice to End Users" below), you may need to contact your administrator to assist with your requests first. For all other requests, you may contact us as provided in the Contact Us section below to request assistance. Your request and choices may be limited in certain cases: for example, if fulfilling your request would reveal information about another person, or if you ask to delete information which we or your administrator are permitted by law or have compelling legitimate interests to keep.

**Access and update your information:** Our Service and related documentation give you the ability to update certain information about you by contacting us directly. For example, you can access your profile information from your account and search for content containing information about you using key word searches in the Service. You can update your profile information within your profile settings and modify content that contains information about you using the editing tools associated with that content.

**Deactivate membership to a functionality of the Service:** administrator can deactivate your access to some functionalities of the Service (for example an Event, a Sample, a Showroom or a Campaign). Please be aware that deactivating access to an functionality does not delete your information; your information remains visible to other Service users.

**Delete your account:** You can delete your account from the Service by contacting your administrators or us. Please note, however, that we may need to retain certain information for record keeping purposes or to comply with our legal obligations.

**Request that we stop using your information:** In some cases, you may ask us to stop accessing, storing, using and otherwise processing your personal data where you believe we don't have the appropriate rights to do



so. For example, if you believe a Service account was created for you without your permission or you are no longer an active user, you can request that your Personal Data should not be used in the Service as provided in this policy. When you make such requests, we may need time to investigate and facilitate your request.

**Opt out of communications:** You may opt out of receiving marketing communications from us by using the unsubscribe link within each email, or by contacting us as provided below to have your contact information removed from our marketing email list. Even after you opt out from receiving marketing messages from us, you will continue to receive transactional messages from us regarding our Service.

**Data portability:** Data portability is the ability to obtain some of your information in a format you can move from one service provider to another (for instance, when you transfer your mobile phone number to another carrier). Depending on the context, this applies to some of your information, but not to all of your information. Should you request it, we will provide you with an electronic file of your Personal Data.

## HOW WE TRANSFER INFORMATION WE COLLECT INTERNATIONALLY

**International transfers of information we collect:** We store Personal Data in Europe. We transfer, process and store your information outside of EU/EEA, to wherever we, Koinema or our third-party service providers operate for the purpose of providing you the Service. Whenever we transfer your information, we take steps to protect it. Under the EU GDPR, we are responsible for the processing of information about you and onward transfers to a third party acting as an agent on our behalf.

**Contact us for Privacy complaint:** We encourage you to contact us should you have a Privacy complaint.

## OTHER IMPORTANT PRIVACY INFORMATION

**Notice to End Users:** Our products are intended for use by organizations. So the organization is the administrator of the Service and is responsible for the end-users over which it has control. So, please direct your data privacy questions to your administrator, as your use of the Service is subject to that organization's policies. We are not responsible for the privacy or security practices of an administrator's organization, which may be different than this policy.

Organization administrators are able to restrict your access to and privileges in certain functionalities of the Service. In some cases, organization administrators can also terminate your access to the Service and delete your account; change the telephone associated with your account.



If you do not want an administrator to be able to assert control over your account or use of the Service, you should not activate your membership to our Service with the organization. Once an administrator asserts control over your account or use of the Service, you may no longer be able to withdraw membership or change the email address associated with your account without administrator approval. Please contact your organization or refer to your administrator's organizational policies for more information.

**Our policy towards children:** The Service are not directed to individuals under 16. We do not knowingly collect personal information from children under 16. If we become aware that a child under 16 has provided us with personal information, we will take steps to delete such information. If you become aware that a child has provided us with personal information, please contact our support Service.

**Changes to our Privacy Policy:** We may change this privacy policy from time to time. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice by adding a notice on the Service homepages, login screens, or by sending you an email notification. We encourage you to review our privacy policy whenever you use the Service to stay informed about our information practices and the ways you can help protect your privacy.

If you disagree with any changes to this privacy policy, you will need to stop using the Service and ask the administrator to delete your account, as outlined above.

## CONTACT US

**Contact Us:** Your information is controlled by Koinema Srl. If you have questions or concerns about how your information is handled, please direct your inquiry to Koinema Srl., as set forth below :

Koinema Srl  
Via Nosadella, 34  
40123 Bologna  
E-Mail: [privacy@koinema.com](mailto:privacy@koinema.com)

Footnotes:

[Link ai Termini di Servizio](#)

[Link alla Cookie Policy](#)