

Tribe CRM Privacy Statement of Efficy Nederland B.V.

What is the purpose of a privacy statement?

At Tribe CRM, we endeavour to protect and respect your privacy in accordance with the EU *General Data Protection Regulation* (GDPR) 2016/679, dated 27 April 2016. This privacy statement explains when and why we collect personal information, how we use this information, the conditions on which we may share it with others, and how we safeguard that information. This privacy statement applies to the use of our products and to our activities in relation to the sale, marketing and performance of contracts with clients. The privacy statement also applies to people who apply for a job with Tribe CRM.

Privacy guaranteed

Your privacy is guaranteed at Tribe CRM. We operate according to the best practices for information security on our website and in our services. Our working method is externally audited and certified according to the ISO 27001: standard for information security.

Tribe CRM is the administrator of your data. Our Data Protection Officer can be contacted by e-mail: privacy@tribecrm.nl.

When do we collect personal information?

- When you use our products.
- When you communicate with us personally, in writing, by telephone, via social media or through our websites.
- When we collect personal information through other legitimate sources, such as external data collectors, Tribe CRM marketing partners, partners, public sources or social networks. We will only use this information if you have consented to these sources sharing your personal information with others.
- When this serves a legitimate interest and when this interest must not be subjected to your privacy interests. Before data is collected, we make an analysis to assess whether a mutual interest exists for you and Tribe CRM.

Why do we collect personal data?

We collect and use personal data primarily for the execution of direct sales, direct marketing and client service. We also collect data about suppliers, partners and applicants in or employees of our company.

We may use your information for the following purposes:

- send you the requested marketing communication. This may include information about our products and services, events, activities and promotions of our partners' products and services.
- send you information about the products and services you purchase from us.
- the performance of direct selling activities where a legitimate and mutual interest has been established.
- provide you with information about the content and location of a webinar or event to which you have subscribed.
- answers to a contact or other web form that you have filled in at Tribe CRM.
- follow up on incoming requests (client support, emails, chats or phone calls).
- provide access and services belonging to a (test) account of Tribe CRM.
- provide access to the CRM Community of Tribe CRM.
- comply with contractual obligations, such as an order confirmation, licence details, invoice, reminders et cetera. The contract may have been concluded directly with Tribe CRM or with a partner of Tribe CRM.
- to notify you in the event of a malfunction in our service (system messages).
- contact you to receive your opinion about our products and services.
- processing an application.

Legal basis for the collection of personal data

Collecting personal data on the basis of contracts

We use personal information to fulfil our obligations under contracts and agreements with clients, partners and suppliers.

Legitimate interest

We may use personal data if it serves a legitimate interest and if the privacy interests of the individuals concerned do not prevail over this interest. Usually, in order to determine whether there is a legal basis for data collection, we have made an analysis in which a mutual interest for both Tribe CRM and the individual has been established. This legal basis is primarily related to sales and marketing purposes. We will always point out your privacy rights and inform you about the purpose for which we collect personal data.

What personal information do we collect?

In addition to your organisation's name and contact information, we collect your name, telephone number, position, and email address. We may also collect feedback, comments and questions received from you through service-related communications and activities, such as meetings, phone calls, documents, chats and emails. Through our applications and websites, we may collect IP addresses and activities taken on the sites.

For example, if you upload photos or videos to our CRM Community website or add messages or comments to it, this information can be read by anyone visiting the CRM Community and can be used for purposes, which Tribe CRM and you have no control of. For this reason, Tribe CRM is not responsible for the information you post on the CRM Community website.

If you apply for a job at Tribe CRM, we collect the data you provide during the application process.

How long do we keep your personal information?

We will retain personal information as long as necessary for the purpose for which the personal information was collected, allowing for the need to be able to answer your questions or resolve any problems, to comply with the legal requirements of applicable law, to handle legal claims/complaints and to protect the information.

This means that we will retain your personal information for a reasonable period after your last interaction with us. When the personal information we have collected is no longer needed, we will securely delete it. We may process data for statistical purposes. In such cases, however, the data will be anonymised.

Rights with regard to your personal data

You have the following rights with regard to your personal data:

- You have the right to ask for a copy of the personal data Tribe CRM has about you.

- You have the right to ask Tribe CRM to adjust your personal information if it is incorrect or outdated.
 - If you are a member of our CRM Community website, you can update your user profile by logging into CRM Community and selecting "Preferences".
 - If you are a client using Tribe CRM, you can update your user profile in Tribe CRM by logging into Tribe CRM and selecting the "Personal settings" option to edit your details.
 - If you are a partner and are using the partner portal, you can request us to edit your data.
- You have the right to request the deletion of your personal data when Tribe CRM no longer needs to keep these data.
- You have the right to withdraw your consent to the processing of your personal data at any time. Please note that you may still receive system messages and administrative communications from Tribe CRM, such as order confirmations, system messages and notifications about activities within your account.
- You have the right to ask Tribe CRM to provide your personal data and, if possible, to pass this information directly (in a transferable format) to another data controller when the processing is based on consent or contract.
- You have the right to request limitation of further data processing in the event of a dispute regarding accuracy or processing of your personal data.
- You have the right to object to the processing of personal data, if the data processing is based on a legitimate interest and/or direct marketing.

You can send your questions about your privacy rights to privacy@tribecrm.nl.

The use of cookies and beacons

We use cookies and web beacons (website navigation information) to collect information about your navigation on Tribe CRM websites. Website navigation information includes standard information from your web browser, such as browser type and language, your Internet Protocol (IP) address, and the actions taken on Tribe CRM websites, such as the pages viewed and the links clicked.

This information is used to make websites operate more efficiently, to provide business and marketing information to site owners and to collect personal data, such as browser type and operating system, page requested, path through the site, ISP's domain, etc. in order to better understand the use of a website by visitors. Cookies and similar technologies help us to adapt the website to your personal needs, and also to detect and prevent security risks

and abuse. When used independently, cookies and web beacons cannot identify you personally.

Who do we share your information with?

We do not share, sell, rent or trade your information with any third party without your consent, except as described below:

External service providers working on our behalf:

We may pass on your information to our distributors, agents, subcontractors and other related organisations so they can provide services to you on our behalf.

External product providers whom we work with:

We work closely with third-party product suppliers to provide you with a range of products and services that meet your additional CRM needs (e.g. apps available in our App Store). When you make enquiries about or purchase these products, the relevant third party product supplier will use your information to provide you with information and to fulfil its obligations under any contracts you may have with this party. In a number of cases, third party product suppliers will act as data processors of your information. We therefore recommend that you read the privacy policies of these parties and sign a data processor agreement (DPA) with them. These third-party product suppliers will share your information with us and we will use it in accordance with this privacy statement.

In case of legal obligation:

We will disclose your personal information when required to do so by law or when we, as a company, reasonably suspect that disclosure is necessary to protect the rights of our company and/or to comply with legal process, court order or legal process. However, we will make every effort to ensure that your privacy rights remain protected.

Use of subcontractors (processors and sub-processors)

We may use subcontractors to process personal data on our behalf. We are responsible for ensuring that these sub-contractors comply with this privacy statement and applicable data protection laws by having them sign a data processor agreement (DPA).

Where the subcontractor processes personal data outside the EU/EEA area, such processing must be in accordance with the EU privacy framework, the EU standard contractual clauses for transfers to third countries or any other specifically mentioned legal basis for the transfer of personal data to a third country.

If a new sub-contractor is added or in case of a change of sub-contractors related to our services, clients will be informed in accordance with our processing terms and conditions. A

list of approved subcontractors is part of our processing terms and conditions available on our website.

Modification of this privacy statement

Tribe CRM reserves the right to change this privacy statement at any time. The current version is at all times available on our website. We ask you to check this privacy statement regularly to ensure that you are in agreement with any changes.

If we make changes that significantly change our privacy statement, we will notify you by email or notification through our applications.

Your right to complain to a supervisory authority

If you are dissatisfied with the way in which your personal data has been processed, please contact us first at privacy@tribecrm.nl.

If you are still dissatisfied, you have the right to appeal directly to the national supervisor for a decision. In that case, the Personal Data Authority can be contacted at www.autoriteitpersoonsgegevens.nl.