

## **Shake-on privacy policy**

Welcome to the Shake-on's privacy policy.

When you use our Shake-on platform under <https://app.shake-on.com/> and wearable devices, you entrust us with some personal data; similar to when you use other popular online services. We strive to always put you, the user, at the center of the Shake-on experience. Everything we do is to help you make the most of the events you participate in.

One of the many tools we use to improve your event experience, and help redefine the future of engaging events, is the personal data you share with us. This document will help you understand what personal data we collect, why we collect it, and what we do with it when you use the platform and devices. This is important, so please read it carefully.

Additional or other privacy notices may apply to the use of certain areas or functionalities of our platform or devices. If so, you will be informed by us of such additional or other privacy notices upon use of such areas or functionalities.

You will see that we have stricter privacy policies than most social media services, in terms of how we collect and share your personal data. Don't forget, you can always manage your personal information and privacy settings at <https://app.shake-on.com/profile/>.

### **About cookies**

Our platform uses cookies, small text files that are placed on your device and can be read-out when you visit a website page. Whereas session cookies will be deleted once you close your web browser, persistent cookies will be retained until they expire unless you delete them earlier manually.

Most web browsers automatically accept cookies, but also allow you to modify your browser settings to block them. You can also set your browser to warn you before it accepts cookies and refuse the cookie when your browser alerts you to its presence. If you accept cookies, you can delete them later.

However, blocking, refusing to accept or deleting cookies may prevent the platform or certain of its functions from functioning properly. E.g. all pages which require a login and password cannot be accessed without cookies. When deleting cookies, any preferences controlled by those cookies, including advertising preferences, will be lost.

You will find further details on whether and how our platform uses cookies in the following.

### **Basic platform access**

Each time you visit a page on our platform, our servers automatically collect the following data: Date / time; your IP address; website page you came from (referrer URL); the page on our platform you wish to visit; your device, operating system / version, browser type / version.

Our servers automatically process such data to provide your browser the data required to best display the page on our platform you wish to visit.

To this end, such data is not retained beyond your visit of the respective platform page, but may be automatically stored in log files on our servers as set out below.

### **Log files stored on our servers**

Of the data collected when you visit a page on our platform, the following data is automatically stored in so called log files on our servers: Date / time; your IP address; website page you came from (referrer URL); the page on our platform you wish to visit; your device, operating system / version, browser type / version.

We may process such data to: Maintain and improve our platform; detect, investigate and prevent / rectify any (potential) errors of our platform; detect, investigate and prevent / defend against (potential) hacker attacks or other abuse of our platform as well as to prevent any damages that are likely to be caused and rectify any damages that have been caused by such abuse.

We may disclose the data stored in the log files to developers, forensic experts, legal advisors and other resources we may use to assist us with the above purposes. We may also decide to or be required to disclose such data to any competent law enforcement authorities.

### **Creating and signing into a profile**

Where the organizer of an event you will visit uses our Shake-on products, you may be eligible to create a profile on our platform.

In such case the organizer may ask you to give your consent to provide us with your first name, last name and email address. Upon provision of such data with your consent, we will use it to send you an invitation to create a profile to your email address and to check your eligibility when you attempt to create a profile. Without having provided such data to us, you cannot create a profile on our platform.

Our platform may allow creating a profile either as standalone profile or using your existing Facebook or LinkedIn accounts.

### **Creating and signing into a standalone profile**

To create a standalone profile on our platform, you are required to enter at least your first name, last name and email address. Without entering such data you cannot create a profile on our platform. Besides this, the platform allows you to voluntarily provide the additional following data: Position; company; phone number; profile picture. You may amend or delete such voluntary data at any time at <https://app.shake-on.com/profile/>.

Each time you sign into your profile, you are required to enter the email address you provided and the password you have chosen when creating your profile. To allow us to remember that you are signed in, we use local storage on your device, if not enabled a cookie will be placed on your device. This is by default a session cookie that is deleted when you close your browser. If you would like to remain logged in if you close your browser, please choose “keep me signed in” when signing in. We will then place a persistent cookie at your device. This cookie will remain on your device until it expires after 30 days, unless deleted earlier manually.

### **Creating and signing into a profile via Facebook**

We may offer you to create and sign in to a profile via your existing Facebook account. Facebook is a service provided by Facebook Inc., 1601 S. California Ave, Palo Alto, CA 94304, USA.

If you choose to make use of such offer, we will refer you to a service provided by Facebook. This service will require you sign into your existing Facebook account with your login credentials (email address and password assigned to such account). The service will then ask you to consent to submit to us the following data relating to you: first name, last name; email address; position; company; phone number; profile picture; which we will use to create your account. Without your first name, last name and email address you cannot create a profile on our platform. If you do not wish to have the other data added to your account, you may delete it during the profile creation or at a later stage at <https://app.shake-on.co/profile/>.

As the above service is not provided by us but solely by Facebook, we are not aware nor do we have any control whether and how those services make use of your data beyond what we described above. Please contact Facebook if you should have any questions in this regard.

### **Creating and signing into a profile via LinkedIn**

We may offer you to create and sign in to a profile via your existing LinkedIn account. LinkedIn is a service provided by LinkedIn Corporation, 1000 West Maude Avenue, Sunnyvale, CA 94085, USA.

If you choose to make use of such offer, we will refer you to a service provided by LinkedIn. This service will require you sign into your existing LinkedIn account with your login credentials (email address and password assigned to such account). The service will then ask you to consent to submit to us the following data relating to you: first name, last name; email address; position; company; profile picture; which we will use to create your account. Without your first name, last name and email address you cannot create a profile on our platform. If you do not wish to have the other data added to your account, you may delete it during the profile creation or at a later stage at <https://app.shake-on.com/profile/>.

As the above service is not provided by us but solely by LinkedIn, we are not aware nor do we have any control whether and how those services make use of your data beyond what we described above. Please contact LinkedIn if you should have any questions in this regard.

### **Pairing and using your wearable device**

At the event, the organizer may provide you with a wearable device that is paired with your profile.

The wearable device will constantly transmit to us data on your location and movement at the event area throughout the event. We will store such data and provide it to the event organizer and other third parties (e.g. the operator of a booth at the event) to enable them to track the engagement with the participants. By default, only aggregated data is provided to such parties. I.e. they will see that at a certain number of persons were present in a certain area, but will not know who those persons were.

At the event, you will be able shake hands persons wearing a wearable to make a connection. If you choose to do so, the wearable devices will report such connection to the platform which will add it to the relevant persons' profiles. By default, the following profile information can be accessed by all of your connections: First name, last name, company and occupation. You may permit your connections to access further information or request further information at <https://app.shake-on.com/shakes/>. Requests that are accepted by the recipient will turn into network connections. Connections in your network can access the following data: First name, last name, company, occupation, phone number and email address.

At the event, you may also be able hold your wearable against objects for other purposes, such as to give your consent to receive marketing communication. If so, you will be informed in advance of the exact consequences of your actions.

### **How long we store your profile data**

We will delete all data when you delete your account, unless applicable laws require a longer retention. You may request to delete your account at any time by contacting [info@shake-on.com](mailto:info@shake-on.com)

### **Third party products we may integrate on our platform**

We may include the following third-party products or services on our platform.

#### *Google analytics*

This website uses the web analytics service Google Analytics that is provided by Google, Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). Google Analytics uses "cookies". Cookies are small text files that are placed on your computer which allow analyzing how you use the platform. The information generated by the cookie on your use of the platform will be transmitted to and stored by Google on servers in the United States. We have activated the so called "IP-anonymization" which means that your IP address will be truncated within the area of the European Union or the European Economic Area before being transferred to the United States. Only in exceptional cases the entire (ie. non-truncated) IP address will be transferred to a Google server in the US and truncated there. Google will use this information on our behalf for the purpose of evaluating your use of the platform, compiling reports on platform activity and providing other services relating to platform and internet usage. Google does not provide us with data that we may link back particularly to you. Your truncated IP address that is transferred to Google will not be associated with any other data held by Google. You may refuse accepting cookies by selecting the relevant settings of your browser. However, please note that if you do so you may not be able to use the full functionality of the platform. You can also opt out from being tracked via Google Analytics with effect for the future by downloading and installing Google Analytics Opt-out Browser Add-on under <http://tools.google.com/dlpage/gaoptout?hl=de>.

### **Where we store your data**

All information going to our servers is encrypted via Secure Socket Layer (SSL) technology. We store and process your information using the Amazon Web Services (AWS) in Ireland protected by the AWS Cloud Security. The AWS infrastructure puts strong safeguards in place to help protect customer privacy. All data is stored in highly secure AWS data centers.

As an AWS user, you will benefit from a data center and network architecture built to meet the requirements of the most security-sensitive organizations. You can learn more about AWS's advanced security features such at <https://aws.amazon.com/security/>.

### **Your rights**

Applicable data protection laws may give you the right to request from us access to and rectification or erasure of personal data or restriction of or object to processing as well as a right to data portability. If you wish to raise a complaint on how we have handled your personal data, you can contact our Data Protection Officer who will investigate the matter. If you are not satisfied with our response or believe we are processing your personal data not in accordance with the applicable law you can complain to any competent data protection authority.

### **Changes to this notice**

We may change this privacy notice from time to time. We will not reduce your rights under this privacy notice without your explicit consent. We will also keep prior versions of this privacy notice in an archive for your review.