

## **Privacy Policy**

**The AMedSU Privacy Policy was updated on may 14th, 2018.**

Your privacy is important to AMedSU.

We've developed a Privacy Policy that covers how we collect, use, disclose, transfer, and store your information. The processing of personal data collected is the subject of a declaration to the CNIL, the french data protection agency, under number 2021702.

Please take a moment to familiarize yourself with our privacy practices and let us know if you have any question.

### **Collection and Use of Personal Information**

Personal information is data that can be used to identify or contact a single person.

You may be asked to provide your personal information anytime you are in contact with AMedSU. AMedSU may share this personal information with each other and use it consistent with this Privacy Policy.

We may also combine it with other information to provide and improve our products, services, content, and advertising.

You are not required to provide the personal information that we have requested, but, if you chose not to do so, in many cases we will not be able to provide you with our products or services or respond to any queries you may have.

### **Personal information we collect**

When you purchase one of our products, download a software or an update, contact us, we may collect a variety of information, including your name, mailing address, phone number, email address, contact preferences, and credit card information.

### **How we use your personal information**

The personal information we collect allows us to keep you posted on AMedSU's latest product announcements, software updates, and upcoming events. If you don't want to be on our mailing list, you can opt out anytime by updating your preferences.

We also use personal information to help us create, develop, operate, deliver, and improve our products, services, content and advertising, and for loss prevention and anti-fraud purposes.

We may use your personal information, including date of birth, to verify identity, assist with identification of users, and to determine appropriate services. For example, we may use date of birth to determine the age of AMedSU ID account holders.

From time to time, we may use your personal information to send important notices, such as communications about purchases and changes to our terms, conditions, and policies. Because this information is important to your interaction with AMedSU, you may not opt out of receiving these communications.

We may also use personal information for internal purposes such as auditing, data analysis, and research to improve AMedSU's products, services, and customer communications.

### **Collection and Use of Non-Personal Information**

We also collect data in a form that does not, on its own, permit direct association with any specific individual. We may collect, use, transfer, and disclose non-personal information for any purpose. The following are some examples of non-personal information that we collect and how we may use it:

We may collect information such as occupation, language, zip code, area code, unique device identifier, referrer URL, location, and the time zone where an AMedSU product is used so that we can better understand customer behavior and improve our products, services, and advertising.

We may collect information regarding customer activities on our website, Cloud services, and from our other products and services. This information is aggregated and used to help us provide more useful information to our customers and to understand which parts of our website, products, and services are of most interest. Aggregated data is considered non-personal information for the purposes of this Privacy Policy.

We may collect and store details of how you use our services. This information may be used to improve the relevancy of results provided by our services. Except in limited instances to ensure quality of our services over the Internet, such information will not be associated with your IP address.

If we do combine non-personal information with personal information the combined information will be treated as personal information for as long as it remains combined.

### **Cookies and Other Technologies**

AMedSU's online services may use "cookies" and other technologies such as pixel tags and web beacons.

These technologies help us better understand user behavior.

We treat information collected by cookies and other technologies as non-personal information. However, to the extent that Internet Protocol (IP) addresses or similar identifiers are considered personal information by local law, we also treat these identifiers as personal information.

Similarly, to the extent that non-personal information is combined with personal information, we treat the combined information as personal information for the purposes of this Privacy Policy.

AMedSU also use cookies and other technologies to remember personal information when you use our online services. Our goal in these cases is to make your experience with AMedSU more convenient and personal.

If you want to disable cookies, please note that certain features of the AMedSU website will not be available once cookies are disabled.

As is true of most internet services, we gather some information automatically and store it in log files. This information includes Internet Protocol (IP) addresses, browser type and language, Internet service provider (ISP), date/time stamp, and clickstream data.

We use this information to understand and analyze trends, to administer the site, to learn about user behavior on the site, to improve our product and services, and to gather demographic information about our user base as a whole. AMedSU may use this information in our marketing and advertising services.

In some of our email messages, we use a “click-through URL” linked to content on the AMedSU website. When customers click one of these URLs, they pass through a separate web server before arriving at the destination page on our website. We track this click-through data to help us determine interest in particular topics and measure the effectiveness of our customer communications. If you prefer not to be tracked in this way, you should not click text or graphic links in the email messages.

Pixel tags enable us to send email messages in a format customers can read, and they tell us whether mail has been opened. We may use this information to reduce or eliminate messages sent to customers.

### **Disclosure to Third Parties**

At times AMedSU may make certain personal information available to strategic partners that work with AMedSU to provide products and services, or that help AMedSU market to customers. Personal information will only be shared by AMedSU to provide or improve our products, services and advertising; it will not be shared with third parties for their marketing purposes.

### **Service Providers**

AMedSU shares personal information with companies who provide services such as information processing, extending credit, fulfilling customer orders, delivering products to you, managing and enhancing customer data, providing customer service, assessing your interest in our products and services, and conducting customer research or satisfaction surveys. These companies are obligated to protect your information and may be located wherever AMedSU operates.

### **Others**

It may be necessary – by law, legal process, litigation, and/or requests from public and governmental authorities within or outside your country of residence – for AMedSU to disclose your personal information. We may also disclose information about you if we determine that for purposes of national security, law enforcement, or other issues of public importance, disclosure is necessary or appropriate.

We may also disclose information about you if we determine that disclosure is reasonably necessary to enforce our terms and conditions or protect our operations or users. Additionally, in the event of a reorganization, merger, or sale we may transfer any and all personal information we collect to the relevant third party.

## **Protection of Personal Information**

AMedSU takes the security of your personal information very seriously. When your personal data is stored by AMedSU, we use computer systems with limited access. Cloud data are stored in encrypted form.

When you use some AMedSU products, services, or applications or post on an AMedSU forum or chat room, the personal information and content you share is visible to other users and can be read, collected, or used by them. You are responsible for the personal information you choose to share or submit in these instances. For example, if you list your name and email address in a forum posting, that information is public. Please take care when using these features.

If you or anyone else using personal logs on to a device that is owned by a third party, any information shared may be downloaded on to that third party device thereby disclosing any such shared information.

## **Integrity and Retention of Personal Information**

AMedSU makes it easy for you to keep your personal information accurate, complete, and up to date. We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law.

## **Access to Personal Information**

You can help ensure that your contact information and preferences are accurate, complete, and up to date by logging in to your account at <https://cloud.amedsu.com/login.php>.

For other personal information we hold, we will provide you with access for any purpose including to request that we correct the data if it is inaccurate or delete the data if AMedSU is not required to retain it by law or for legitimate business purposes. We may decline to process requests that are frivolous/vexatious, jeopardize the privacy of others, are extremely impractical, or for which access is not otherwise required by local law. Access, correction, or deletion requests can be made by sending a message to [dpo@amedsu.com](mailto:dpo@amedsu.com).

## **Third-Party Sites and Services**

AMedSU websites, products, applications, and services may contain links to third-party websites, products, and services. Our products and services may also use or offer products or services from third parties. Information collected by third parties, which may include such things as location data or contact details, is governed by their privacy practices. We encourage you to learn about the privacy practices of those third parties.

## **Privacy Questions**

If you have any questions or concerns about AMedSU's Privacy Policy or data processing or if you would like to make a complaint about a possible breach of local privacy laws, please contact our Data Protection Officer by sending an email to: [dpo@amedsu.com](mailto:dpo@amedsu.com)

All such communications are examined and replies issued where appropriate as soon as possible. If you are unsatisfied with the reply received, you may refer your complaint to the relevant regulator in your jurisdiction. If you ask us, we will endeavor to provide you with information about relevant complaint avenues which may be applicable to your circumstances.

AMedsu may update its Privacy Policy from time to time. When we change the policy in a material way, a notice will be posted on our website along with the updated Privacy Policy.

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