Heimdall Data Privacy Policy

Heimdall Data ("Heimdall", “we”, “us”, or “our”) takes your privacy seriously. Heimdall Data’s Privacy Policy describes our policies regarding information that you may provide to us or that we may collect from you, and how we may use and store this information. We collect certain information through our website, located at www.Heimdall Data.com (“Website”), and from Heimdall Data products or related services.

1) What Information Heimdall Data May Collect From You

Heimdall Data collects certain categories of information: “Personal Information” is information that could be used to identify you individually or that could be used to contact or locate you, including but not limited to, your name, email address and company information. “Anonymous Information” is information about you that is not associated with or linked to your Personal Information; Anonymous Information generally cannot be used to identify you absent accompanying Personal Information. Heimdall Data may collect Personal Information and/or Anonymous Information in the following ways:

a) Information you voluntarily provide to us:

We may collect Personal Information through forms that you complete on our Website, by subscribing to our services (such as newsletters or white papers), using discussion forums on our Website, attending training sessions, following us on social media, by attending our events or by corresponding with us by phone, email, social media or otherwise. This includes, but is not limited to, information you provide when you purchase products from us, contact Heimdall Data support, participate in forums or other social media functions on our Website, enter a competition, promotion or survey, and/or when you report a problem with our Website.

b) Information from our Website (collected automatically):

Each time you interact with our Website, we may automatically collect the following Personal Information and/or Anonymous Information:

- Technical information including, but not limited to, browser type, operating system, device information, IP address, domain name, referral URL, time zone setting, and/or a time-stamp for your visit.

- Usage information including, but not limited to, geographic location information (such as your country or state), the numbers and frequency of visitors to our site, page views, unique page views, video views, form conversions, and your clickstream behavior (e.g. clicking links to, through and from our Website).
Heimdall Data and its third party suppliers may use various technologies such as cookies, web beacons (also referred to as clear gifs), and e-tags to collect Personal Information and/or Anonymous Information, to analyze trends, and to provide you with a more personalized customer experience.

Cookies are small pieces of information that are placed on your computer to enable our system to recognize your computer when you return to our Website and to collect various technical and usage information about your visits. Cookies may be used by Heimdall Data and our third party suppliers. Heimdall Data may link information stored in cookies to Personal Information we have in our systems.

In addition, we and our third party partners and suppliers may use cookies and other similar technologies to enhance the quality of your interactions with our Website, provide you with targeted advertising, and to analyze the effectiveness of any such advertising (such as user engagement and interaction). We may also receive reports based on the use of certain technologies by these companies on an individual and anonymized basis.

Most browsers have options for deleting, blocking or otherwise disabling the use of cookies. For more information on how to do so, please refer to the documentation accompanying your browser. If you choose to disable cookies, some areas of our Website may not function properly.

c) Information collected from other sources:

Heimdall Data works closely with third parties (for example, business partners, resellers, advertising networks, analytics providers, and search engine providers) and may receive Personal Information about you from them to enable us to establish accounts, fulfill orders and customize your experience on our Website with personalized content.

2) How Heimdall Data Uses Your Information

We may use the information held about you to:

- Respond to your requests and questions for certain products and services
- Customize the content and advertising you see on our Website
- Communicate with you about specials, sales offers, and new products
- Administer and provide our Website, products and related services
- Send notifications regarding changes to our company, products or services, and changes to our terms and conditions
- Carry out any contractual obligations between you and us
3) Heimdall Data Products

You acknowledge that some of our products may collect data that includes, but is not limited to, one or more of the following where applicable: network performance and network data (such as number of bytes, number of packets, IP addresses, server name, and ports), process and system metrics (such as CPU, memory usage, disk i/o, applications and/or operating systems on which such products are used), performance data about applications that are instrumented (such as classes, methods, parameters, URLs, SQL statements, and IP addresses), user and administrative account information (such as name, email address, and phone number), and/or any transactions related to any of the foregoing (all such data collectively, “Data”). Not all products collect Data; additional information about the Data that can be collected by a product is set forth in the applicable documentation for such product. You acknowledge that Data may contain Personal Information, and that some Personal Information may be required to provide administrative access and control of certain products to you. Some products may permit you to specify what types of Data will be collected as described in the applicable documentation for such product. You are solely responsible for the Data that you choose to collect and monitor; you acknowledge that some product functionality and features might not function if you do not enable collection of certain Data by the product. As between Heimdall Data and you, you retain all ownership rights in and to Data.

Heimdall Data may use, reproduce, and/or transmit the Data for your benefit as needed to provide you with products and related services. Data we collect is primarily used to display product and performance information back to the product user. Heimdall Data also uses Data for development, diagnostic and/or corrective purposes, including providing you with technical support regarding your use of our products.

4) Where Heimdall Data Stores Your Information

The information we collect from you (including Data) may be transferred to, and stored at, a destination other than the country in which the information was collected (including but not limited to servers and data centers located in the United States). By using our Website and products or providing any Data and/or Personal Information to us, where applicable law permits, you consent to the transfer, processing and storage of such information outside of the country where such information was originally collected at another destination in which Heimdall Data does business (and where data protection standards may be different). Notwithstanding the foregoing, you acknowledge that Heimdall Data is not obligated to retain any Data.
You represent and warrant that (i) you have the necessary rights and licenses required to provide Data to Heimdall Data and its suppliers, and (ii) the use, reproduction, and transmission of the Data in accordance with the Agreement and this Privacy Policy will not infringe or misappropriate any intellectual property rights of any third parties or violate or breach any confidentiality requirements, contractual obligations or any applicable laws (including any applicable privacy laws). Without limiting the foregoing, you are responsible for providing notice to, and obtaining consent from, all of your users regarding the collection, processing, storage and transfer of Data, including without limitation with respect to any international transfers outside of your country, and for responding to any queries from such users regarding the foregoing. For the avoidance of doubt, you are solely responsible for ensuring that any use of Data by Heimdall Data and/or you in connection with the products as contemplated by the Agreement and this Privacy Policy does not violate any applicable laws.

5) Disclosure of Your Information

Heimdall Data does not rent or sell your Personal Information or Data to anyone. We share your Personal Information and Data only with your consent, as well as in the following circumstances:

- **Contractors and Agents:** We may employ other companies and people to perform tasks on our behalf and need to share your information with them to provide products or services to you. Heimdall Data’s contractors and agents do not have any right to use Personal Information or Data we share with them beyond what is necessary to assist us, and we require them to agree to maintain the confidentiality of such Personal Information and Data.

- **Channel Partners:** Heimdall Data may share Personal Information with our channel partners for purposes of selling and providing products and services to you. Heimdall Data may also obtain certain Personal Information about you from our channel partners when you purchase products and services from such channel partners. Heimdall Data requires its channel partners to maintain the confidentiality of your Personal Information that we provide to them, provided, however, that you may have a separate agreement with a channel partner that will control that channel partner’s use of your Personal Information, in which case this Privacy Policy does not apply to the information held by that channel partner.

- **Suppliers:** Certain Heimdall Data products incorporate software provided by third party suppliers. In some cases Heimdall Data may be required to report on sales of such products incorporating such software to those third party suppliers, and this reporting may include your Personal Information solely to the extent needed to document such sales. Heimdall Data requires its third party suppliers to treat any such information as confidential.

- **Business Transfers:** In some cases, we may choose to buy or sell assets or become involved in a merger, acquisition or similar transaction. In these types of transactions, customer information (that may include Personal Information and Data) is typically one of the assets that is transferred. Heimdall Data and the acquiring entity will retain the confidentiality of such information.

- **Protection of Heimdall Data and Others:** We may disclose or share Personal Information, Data and other information, if we believe in good faith that such disclosure or sharing is legally required, or is necessary to protect our legal rights (including, but not limited to, our intellectual property rights and enforcement of our agreements), the legal rights of others, or the safety and/or security of Heimdall Data, our employees, our customers, or other users.
You expressly consent to the sharing of your Personal Information and Data as described in this Privacy Policy.

6) Security

The security of your Personal Information and Data is important to us. We use certain security measures, including, but not limited to, administrative, physical, and technical safeguards to protect your Personal Data and Data from unauthorized access, use, modification, or disclosure. Those safeguards may include measures for preventing access, use, modification or disclosure of Personal Information and Data by Heimdall Data personnel except as required by such Heimdall Data personnel (a) to provide products and services to you, (b) to provide support, product development and related services, including to prevent or address service or technical problems and make improvements, (c) as compelled by applicable law or as required to protect Heimdall Data’s legal rights, or (d) as you expressly permit or instruct in writing. Any Heimdall Data personnel that requires access to Personal Information or Data will be bound by a confidentiality agreement.

Please do not disclose your Website login credentials to unauthorized people. You are responsible for the security of your login credentials and for any activity that occurs under your account with us. Please be aware that no security measures can wholly eliminate security risks associated with Personal Information and Data; keep this in mind when disclosing any sensitive information to us. If Heimdall Data learns of a breach of its systems, we may notify you and others in a manner that is consistent with applicable law and/or as agreed by us in writing.

7) Public Forums

Heimdall Data offers individuals the opportunity to interact and publish content via discussion forums, blogs, and other means on our Website ("Online Communication Tools"). If you use such Online Communication Tools, any information that you disclose becomes publicly available, and could be used to contact you, to send you unsolicited messages, or for purposes neither Heimdall Data nor you have control over. Your use of certain Online Communication Tools may be subject to additional terms and conditions. Heimdall Data is not responsible for the Personal Information or any other information you choose to submit or publish via these Online Communication Tools.

8) Marketing

We may use information held about you to provide you, or permit selected third parties to provide you, with information about products or services we feel may interest you. If you do not want to use your information in this way, or to pass along your details on to third parties for marketing purposes, you can unsubscribe from such emails using the link provided in the emails, tell your Heimdall Data contact, email us at support@heimdalldata.com.
9) Links to Third-Party Websites

Heimdall Data may provide links to other third-party websites and services that are outside our control and not covered by Heimdall Data’s Privacy Policy. Heimdall Data is not responsible for the privacy practices or the content of such websites. We encourage you to review the privacy policies on any website you visit whether linked to or not.

10) Children’s Privacy

Heimdall Data does not knowingly collect Personal Information from individuals under the age of thirteen (13) or the applicable age of consent in your country. If you believe that Heimdall Data may have collected Personal Information from someone under the applicable age of consent, please email support@heimdalldata.com.

11) California Privacy Rights

Under California Civil Code § 1798.83, California residents have certain rights regarding a company’s disclosure of their Personal Information for direct marketing purposes. Heimdall Data’s Privacy Policy provides you with details on how you may opt-out of the use of your Personal Information by third parties for marketing purposes. Please be aware that if you opt-out, you may continue to receive marketing communications during the time period it takes for us to process your request. Additionally, even after you opt-out from receiving marketing communications from us, you may continue to receive administrative messages from us regarding our products and related services.

12) Contact Heimdall Data

Should you have questions or comments related to this Privacy Policy, please email support@heimdalldata.com

13) Updates

Heimdall Data may update this Privacy Policy from time to time. Your use of Heimdall Data’s Website, products and/or services following these changes means that you accept and agree to the updated Privacy Policy.