

MARKETING POLICY

1. On our Website you have the possibility to subscribe to communications services to provide you with business related information such as newsletters, invitations to events, training sessions, webinars, presentations or other marketing information, etc.
2. In order to provide you with this service AppUnite collects your personal data. AppUnite as the controller processes your personal data in compliance with the provisions under the General Data Protection Regulation (“GDPR”), California Civil Code Section 1798.83 and other legally binding data protection regulations. This policy explains how we use and collect any personal data related to our marketing activity. In order to find more details about our data protection policy please go to **Privacy Notice**.
3. Personal data that we collect refers to any information relating to you or that we can otherwise link to you. This include in particular name, postal address, e-mail address, phone number, company name, company structure, job title and business affiliations.
4. We collect personal data that you voluntarily provide to us, for instance when you communicate with us via e-mail or any other channel, sign up for or ask us to send you Newsletter or other marketing materials or information, sign up for event such as webinar, presentation or training session.
5. In some cases you personal data might be supplemented by information retrieved from other sources, including searches via publicly available search engines, sector-specific newsletter and social media channels.
6. We use your personal data that has been collected for communication purposes, including:
 - to send you newsletters, alerts or other information about services offering by AppUnite;
 - to send you invitations to events, training sessions, webinars, conferences, lectures organized, co-organized or held with us;
 - to maintain our list of contacts, identify clients with similar needs, carry out market analysis, relationship maps and possibilities of selling our products and services and to develop our services.
7. You personal data will not be disclosed to any third parties, except the following recipients:
 - other AppUnite member companies. We may share personal data with out other member firms when necessary for administrative purposes and legitimate interests pursued by AppUnite;
 - service providers that are not our member companies, that may include providers of identity management, marketing automation and

management, data analysis, data back-up, security and storage services in so far as it refers to cooperation with AppUnite;

- statutory auditors or other professional advisors;
 - governmental or regulatory public authorities, courts and law enforcement authorities as required by and/or in accordance with applicable law.
8. The provision of personal data is voluntary but necessary to provide you with the Newsletter and any marketing information or to take place in any event, webinar, conference or lecture organized by AppUnite.
 9. We have implemented appropriate technical and organizational security measures to protect the security of any personal information we process. For more information, please see our **Privacy Notice**.
 10. Your personal data will be retained for purposes mentioned above and until you resign from subscription. Any communication we send to you will include an option to withdraw your subscription. Nevertheless, if you want to unsubscribe from providing the newsletter or any other marketing information, please contact us at any time at e-mail address set in this Policy or in the Newsletter. If you choose to unsubscribe, we will cease to send you any communication and invitations as mentioned above.
 11. About your privacy rights applicable to Newsletter and marketing information, please see our **Privacy Notice** and **Cookie Policy**.
 12. We will occasionally update this Policy to reflect changes in our practices and services. When we post changes to this Policy, we will revise the date at the top of this Policy. If we make any material changes in the way we collect, use, and/or share information, we will notify you by prominently posting notice of the changes on the website. We recommend that you check this page from time to time to inform yourself of any changes in this Policy or any of our other policies.
 13. If you have any questions or compliant regarding your personal data processed by us, please feel free to contact us at dpo@appunite.com.