

ServiceNext Inc., Privacy Policy

We, ServiceNext Limited ("ServiceNext," "we," "us," or "our"), believe your privacy is very important.

To fulfil our commitment to respecting and protecting your privacy and to comply with our obligations under data protection laws including the General Data Protection Regulation (GDPR), we adhere to our principles as explained in detail below:

- We inform you of the personal information that will be collected, and where necessary seek your consent to collect, use, or disclose your personal information.
- We identify the purposes of use for collecting your personal information.
- We collect only information that is necessary to carry out the identified purposes of use.
- We use or disclose your personal information only for the purposes for which it is collected, except with your consent or as required or permitted by law, and we will keep your information only as long as necessary to fulfil those purposes.
- We endeavour to make sure your personal information is accurate, complete, and up to date.
- We protect your personal information with appropriate security safeguards.
- We make our policies and practices for the handling of your personal information as transparent as possible.
- You will have access to your personal information and will be able to request the export, correction, or deletion of your personal information as appropriate.
- We will be accountable to you. We are always interested in hearing your opinion regarding our compliance with these principles, this Privacy Policy, and applicable law.

What is this Privacy Policy?

This Privacy Policy explains how ServiceNext will handle and safeguard your personal information, and the choices you have to access and control your personal information.

This Privacy Policy (which is our "privacy notice" for the purposes of the GDPR) also describes how we collect and use personal information about you through your use of this website (www.Servicenext.ai and all subdomains). This includes when you sign up to newsletters, fill out a form to download a piece of content, contact us through an online form, or create an account on our Partner portal at the subdomain <https://servicenext.ai/contact-us-main.html> Limited is the "data controller" of our website users' personal data (which we call "personal information" for clarity). This means we are responsible for deciding how we hold and use personal information about you. We are required under data protection legislation to notify you of the information contained in this privacy policy.

It is important you read this Privacy Policy together with any other policy or fair processing notice we may provide on occasions when we are collecting or processing personal information about you so

that you are fully aware of how and why we are using your information. This Privacy Policy supplements the other notices and is not intended to override them.

It is important that you read this notice, so that you are aware of how and why we are using such information.

Third party links

This website may include links to third-party websites, plug-ins and applications. Clicking on those links or enabling those connections may allow third parties to collect or share information about you. We do not control these third-party websites and are not responsible for their privacy statements. When you leave our website, we encourage you to read the privacy policy of every website you visit.

What information does ServiceNext collect?

ServiceNext collects and uses the following types of information:

Newsletter subscription

If you wish to receive our email newsletter, we ask for some details to personalise our content. We need your email address to be able to send you the newsletter.

We do not send you email newsletters you do not specifically ask to receive - we don't like spam either. You can unsubscribe from our newsletter at any time, by clicking [here](#) or on the unsubscribe link in the footer of any of the newsletters.

Downloading a document or insight

You can download additional resources from our website. To request these additional resources, you will have to fill out a form. In that form, we ask your first name, last name, email address, company name and website, the department you work in, and the number of employees your company has.

Our additional resources aim to educate visitors in the services we provide. As such, the information we collect helps us understand our potential customers. It also helps us craft more relevant user experiences, increasing the satisfaction from using our website.

Our download form also uses Progressive Field technology. Through this technology, the forms adapt to the user's particular experience with the website. A user who has already downloaded documents before and, thus, filled the original fields, will be presented with additional fields to fill out when (s)he fills out a new download form. These progressive fields are company name, website URL, and telephone number.

We use this Progressive Field technology to further improve our users' experience with the website. We also understand a user who downloads more documents from us is more likely to be interested in our services, and thus, we like to understand more about them.

We will use your email address to send you the document you requested. We will use your first name to address you in our automated email correspondence. We will never use the additional information to actively reach out to you, or your employer, about our services.

By downloading one of our additional resources, we assume you are at least somewhat interested in the services we provide. This legitimate interest allows us to enrol you into email nurturing campaigns about us, the work we do, and how we could help you. You can unsubscribe for these

emails at any time using this page or by clicking the unsubscribe button at the bottom of any email we send you.

Chatbot or partnership enquiry form

Interested users can fill out a chatbot or partnership enquiry form to request more information about our services. These forms collect your first name, last name, email address, phone number, company name, website, company size, and department. We use your contact information to get in touch with you and/or your employer. We use the rest of the information to understand and build your potential customer profile.

By filling out a chatbot enquiry form, we assume you are interested in the services we provide. This legitimate interest allows us to enrol you into email nurturing campaigns about us, the work we do, and how we could potentially help you. You can unsubscribe for these emails at any time using this page or by clicking the unsubscribe button at the bottom of any email we send you. This information also allows us to contact the company you work for to introduce or discuss our services. You can request to opt-out from these calls by sending us an email hello@servicenext.ai or by writing to:

ServiceNext Inc.,

United States 6150 Hellyer Avenue,

San Jose, CA 95138

United States.

Platform accounts

If you are one of our specially selected Partners you can create an account to access the Partner portal go.servicenext.ai which gives you access to reporting, sales and management tools.

The portal requires you to provide your name, company, email address, phone number and bank account details (so that we can pay you any due commission).

We will use your email address to confirm your account. We will use your name to address you in our automated email correspondence.

By registering a Partner account, we assume you are interested in receiving information and insights about the services we provide. This legitimate interest allows us to enrol you into email nurturing campaigns about us, the work we do, and how we could help you. You can unsubscribe for these emails at any time using this page or by clicking the unsubscribe button at the bottom of any email we send you.

Device information and access logs when you use our services

When you visit our website, we may obtain and maintain certain electronic identification or log data from your mobile device or personal computer such as: operating system type, IP address, browser information including type and language settings, device identifier, advertising identifier or mobile application identifier.

This information is necessary as part of our ongoing efforts to detect and deter unauthorised or fraudulent use of or abuse of the service, as well as to provide you and optimise the service for your environment. Also, please note that, an advertising identifier may be associated with our internal identifier.

Keeping you informed about changes

If you fill out any form on our website, we may use your identity and contact details to contact you periodically to keep you updated about changes to our website, our policies or the terms of use.

We use your personal information in this way to allow us to comply with legal obligations (when changes to the law require changes to our terms) and for our legitimate interests to keep our records updated.

How does ServiceNext use my information?

ServiceNext, as a data controller, uses your information for the following purposes as well as those specific purposes set out previously:

- to verify your identity;
- to respond to requests, you may make to use services provided by ServiceNext other than the ServiceNext Platform;
- to detect and deter unauthorised or fraudulent use of or abuse of the website;
- to improve and/or optimise the website and its experience;
- to enable us to provide customer support, and to respond effectively to your inquiries and claims;
- to conduct user surveys;
- to measure the effectiveness of advertisements that we place on the Internet or in other media;
- to notify users of any other important information, if necessary;
- to identify winners of promotional contests, to send gifts to those winners, and to deliver purchased products and the like;
- to extract aggregated anonymised statistical data; and
- to comply with applicable laws or legal obligations.

How does ServiceNext protect my information?

To fulfil our commitment to respecting and protecting your privacy and the confidentiality of your information, ServiceNext has implemented industry-standard safeguards to prevent unauthorised access or disclosure, misuse, alternation, or destruction of your information.

Because no method of electronic transmission or method of data storage is perfect or impenetrable, we cannot guarantee that your information will be absolutely safe from intrusion during transmission or while stored in our systems.

To help protect your privacy and confidentiality of your information, we also need to ask for your cooperation regarding the following: Please do not share your password with others or use the same passwords you use for other services. Also, please notify us in the event you suspect any unauthorised use of your account or any other breach of security via hello@servicenext.ai or by writing to:

ServiceNext Inc.,

United States 6150 Hellyer Avenue,

San Jose, CA 95138

United States.

Where is my information transmitted and stored?

Our website is hosted by Amazon Web Services on servers located in the European Economic Area (EEA). We will not transfer your personal data outside of the EEA.

Does ServiceNext need my consent?

We require your consent in order to send you marketing communications by email.

In most cases, however, we do not require your consent to use your personal information. Details of the lawful basis of our use of your personal information are set out above.

In some circumstances, we may approach you for your specific written consent to allow us to process certain personal information for a specific purpose. If we do so, we will provide you with full details of the information that we would like and the reason we need it, so that you can carefully consider whether you wish to consent.

Data sharing and transfer

We may share your personal information with third parties where required by law, to parties who are under contract to provide services to us (our "data processors") where the use of your personal information forms part of their contractual duties, and with other companies in our group of companies where they have a legitimate interest in receiving that information.

We may also share your personal information with other third parties, for example, in the context of the possible sale or restructuring of the business.

How is my personal information collected?

We typically collect personal information from you directly when you enter your personal information into our website. We also gather personal information automatically through the use of cookies and analytic services.

Data security

We have put in place appropriate security measures to prevent your personal information from being accidentally lost, used or accessed in an unauthorised way, altered or disclosed. In addition, we have a policy to limit access to your personal information to those employees, agents, contractors and other third parties who have a legitimate reason to receive it. They will only process your personal information on our instructions, and they are subject to a duty of confidentiality.

We have put in place procedures to deal with any suspected data security breach and will notify you and any applicable regulator of a suspected breach where we are legally required to do so.

How long does ServiceNext keep my information?

ServiceNext will only retain your personal information for as long as necessary to fulfil the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

To determine the appropriate retention period for personal information, we consider the amount, nature, and sensitivity, the potential risk of harm from unauthorised use or disclosure, the purposes for which we use your personal information and whether we can achieve those purposes through other means, and the applicable legal requirements.

Informing ServiceNext of change

It is important the personal information we hold about you is accurate and current, otherwise we may not be able to send you the emails you wish to receive.

Does ServiceNext use outside service providers or agents?

To facilitate and provide you with the best experience, it sometimes is necessary for ServiceNext to request third party partner service providers or agents to help us process and/or store your personal information. We strictly evaluate the partner service providers and agents, and we make every effort to ensure that they have established appropriate and secure information administration and organisational control systems, and we strictly require they comply with applicable laws and regulations. We also require they access your personal information only the extent necessary to perform tasks on our behalf.

We use third-party analytics services to help understand your usage of our services. In particular, ServiceNext uses Zoho as our CRM and CMS. All the information we collect from you (listed above) is sent to Zoho. You can read more about Zoho's privacy policies and the way they use the data we send them on their Privacy Policy page and their GDPR Compliance page.

Does ServiceNext give my information to third parties?

Other than as described in this Privacy Policy and, where relevant, other applicable privacy policies or addendums, ServiceNext will never provide your information to any third parties without your consent, unless we believe in good faith that we are required or permitted to do so under applicable laws or to protect and defend ServiceNext's rights and/or property.

Does ServiceNext use cookies or other similar technologies?

We use cookies and similar technologies, including local storage:

- to help us maintain your session when you use the website;
- to enhance security;
- to remember information about your browser and your preferences; and
- to help us understand how people use our services and to improve the service.

For example, we use Google Analytics to assist us with this.

By continuing to use the website, you are agreeing to our use of cookies and similar technologies in accordance with this Privacy Policy.

Most browsers allow you to control whether or not to accept cookies. If you, however, deactivate cookies or limit the ability to set cookies, you may not be able to use certain parts or all functions, and it may limit your overall user experience.

How do I control my information?

ServiceNext has tried to make it as easy as possible for you to have control over your personal information. Under certain circumstances, by law, you have the right to:

- Request access to your personal information (commonly known as a "data subject access request"). This enables you to receive a copy of the personal information we hold about you and to check that we are lawfully processing it.
- Request correction of the personal information that we hold about you. This enables you to have any incomplete or inaccurate information we hold about you corrected.
- Request the erasure of your personal information. This enables you to ask us to delete or remove personal information where there is no good reason for us continuing to process it. You also have the right to ask us to stop processing personal information where we are relying on a legitimate interest and there is something about your particular situation which makes you want to object to processing on this ground.
- Request the restriction of processing of your personal information. This enables you to ask us to suspend the processing of personal information about you, for example if you want us to establish its accuracy or the reason for processing it.
- Request the transfer of your personal information to another party (in limited circumstances and where this is technically possible).

If you want to exercise these rights, please contact us on hello@servicenext.ai, or by writing to:

ServiceNext Inc.,

United States 6150 Hellyer Avenue,

San Jose, CA 95138

United States.

My right to withdraw consent

Where you may have provided your consent to the collection, processing and transfer of your personal information for a specific purpose (such as opting-in to receiving marketing emails) you have the right to withdraw your consent for that specific processing at any time. To withdraw your consent, please contact us on help@Servicenext.ai. You can withdraw your consent to receive future marketing information from us by clicking [here](#) or the link at the bottom of any email from us.

Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose or purposes you originally agreed to, unless we have another lawful basis for doing so in law. Your withdrawal of consent does not affect the lawfulness of our use of your personal information up to the time that you let us know that you have withdrawn your consent.

I have questions/comments/concerns

If you have any questions, comments, or concerns about this Privacy Policy or our other privacy policies or practices, please contact us using hello@servicenext.ai or by writing to:

ServiceNext Inc.,

United States 6150 Hellyer Avenue,

San Jose, CA"95138

United States.

Changes to this Privacy Policy

We may modify our Privacy Policy from time to time for various reasons including to improve our privacy practices, to reflect changes to our Service, and to comply with relevant law. The last time we updated this Privacy Policy was the 26th of June 2019, and it was initially released on 23rd May 2016.

When we make any material changes to our Privacy Policy, we will provide notice to you on our website, or by other reasonable means. We encourage you to review changes carefully. If you agree to the changes, then please continue to use our service. If you, however, do not agree to any of the changes and you no longer wish to use our service, you may choose to unsubscribe to all communications. Continuing to use our service after a notice of changes has been communicated to you or published on our service constitutes your acceptance of changes and consent to the modified Privacy Policy