

Activity	Purpose	Legal Basis	Personal Data	Recipients
Sales as well as customer and partner management	<p>The acquisition of prospective, potential customers for sales generation, customer care and contract management</p> <p>Communication with customers for management of customer relationship and customer care</p> <p>Acquisition of interested partners to generate sales</p> <p>Definition of requirements for product development, user documentation, evaluation of suppliers needed for use in EXTEDO products</p> <p>Provide Customer support to our customers and partners.</p>	To engage in transactions with customers, suppliers, and business partners, and to process purchases of our products and services, we need to process information about you as necessary to enter or perform a contract with you.	Identification/Address data, contact details, forecast data, contract data, interests/preferences, billing information: payment data and bank details, IT usage data: IP address, location data.	<p>EXTEDO's authorized personnel working in Sales, Marketing, Legal &amp; Finance, Consulting, Quality Management, Product Management, and Customer Support.</p> <p>Personal data may also be disclosed to EXTEDO Affiliates.</p> <p>Processors involved: *</p> <p>Microsoft, Salesforce, Hubspot, Cloud Consulting, LogMeIn, Demodia, Domain Factory, Syndikat7.</p>

Website	<p>The acquisition of prospective, potential customers for sales generation</p>	<p>We rely on your consent where so indicated on our sites at the time your personal information is collected, or further to our legitimate interest to keep you updated on developments around our products and services which may be of interest to you, and to analyze, develop, improve and optimize our sites, facilities, products and services, and to maintain the security of our sites, networks and systems.</p>	<p>Log &amp; trace files: Online identifiers, including cookie identifiers, internet protocol addresses and device identifiers, client identifiers</p> <p>Meta-Communication Data</p> <p>Contact details</p> <p>Identification/Address data</p> <p>Interests and preferences (for products &amp; services)</p> <p>Communication and collaboration data</p> <p>IT usage data: IP address, location data.</p>	<p>EXTEDO's authorized personnel working at Sales, Marketing and Customer Support.</p> <p>Processors involved: *</p> <p>Demodia, Hubspot, Salesforce, Google Tag Manager, Google Analytics, LinkedIn, LogMeIn.</p>
Newsletter	<p>Generation of leads and maintenance of current customers.</p> <p>Positioning EXTEDO as an expert in the market and present new products and features</p>	<p>We rely on the consent of our prospects when subscribing to the newsletter and on our legitimate interest for current customers to keep them updated on developments around our products and services which may be of interest.</p>	<p>Contact details, Identification/Address data, Interests and preferences (for products &amp; services), Communication and collaboration data</p>	<p>EXTEDO teams: Marketing, Sales and Sales Operations</p> <p>Processors involved: *</p> <p>Hubspot, Salesforce</p>

Customer Portal	To provide to EXTEDO customers with a single point of access to EXTEDO product information that is relevant to them, such as policies, orders and support requests.	To engage in transactions with customers, suppliers and business partners, and to process purchases of our products and services, we need to process information about you as necessary to enter into or perform a contract with you	Contact details, Identification/Address data, Interests and preferences (for products & services)  Communication and collaboration data	EXTEDO teams: Marketing, Sales, Sales Operations and Customer Support  Processors involved: * Hubspot, Salesforce
Webinars	Generation of leads, positioning EXTEDO as an expert in the market & present new products and features	We rely on the consent of the data subject when registering to the webinar and on our legitimate interest for current customers to keep them updated on developments around our products and services which may be of interest.	Contact details, Identification/Address data, Interests and preferences (for products & services)  Communication and collaboration data	EXTEDO Internal: depending on the event, involved departments may vary: Marketing Sales & SalesOps Finance & Legal Customer Care – Consulting Processors involved: * Hubspot, LogMeIn, Salesforce
Case Studies	Obtain customer feedback and opinion about EXTEDO products and use it to promote EXTEDO products among current and new customers	We rely on the consent of our customers obtained prior participating in the case study.	Contact details, Identification/Address data, Communication and collaboration data	All EXTEDO internal involved departments will access all the case studies data.  All public (only part of the information) Processors involved: * Hubspot, Office 365, LinkedIn

Customer Satisfaction Surveys	Gain insight of the customer experience	We rely on our legitimate interest to analyze, develop, improve and optimize our products and services.	Contact details, Identification/Address data, Interests and preferences (for products & services), Communication and collaboration data	EXTEDO employees and management  Processors involved:* Salesforce, Hubspot
Events & Conferences	Knowledge transfer, product promotion and relationship maintenance with customers and prospects	We rely on the performance of a contract to which the data subject is part of, or to take the necessary steps to enter a contract.	Contact details, Identification/Address data, Communication and collaboration data	EXTEDO Internal: depending on the event, involved departments may vary:  Marketing Sales & SalesOps Finance & Legal Customer Care – Consulting  External Recipients  partners and Sponsors participant (who will receive the presentations) venue where the event will take place.  Processors involved:* Hubspot, Salesforce, MS 365

CDP ("Customer Data Platform")	Gain insight of customer's or prospect's potential interests.	We rely on your consent where so indicated on our sites at the time your personal information is collected	Device (Mobile, Desktop) and Browser Contact Details Page Activity / Page Views E-Mail Preferences Webinar registration and participation data E-Mail Viewed / Clicked Contact source (e.g. LinkedIn, Google Ads) Company Purchasing History (including lost Opportunities)	EXTEDO's authorized personnel working in the Marketing department. Processors involved: * Demodia, Hubspot, Salesforce
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**\* Processors involved in the processing activities:**

We may use carefully selected external service providers to process your data. If data is passed on to service providers as part of above processing activities, this is done based on Art. 28.3 GDPR. We only commission those processors who offer sufficient guarantees and ensures that suitable technical and organizational measures are in place.

Company	Country	Service
Microsoft (Office 365)	EU/US	Internal desktop applications
Salesforce	EU/US	CRM system
Hubspot	EU/US	Marketing automation tool
Peergenics	Germany	External technical support
LogMeln	EU/US	Webinar hosting
Demodia	Switzerland	External marketing agency
Domain Factory	Germany	Website hosting
Google	EU/US	Google Analytics, Google Ads; Google Tag Manager

## Transfers to third countries

EXTEDO generally will not transfer personal data outside the EU/EEA to countries which do not have an adequate level of data protection as recognized by the EU Commission. However, there are some exceptions to this rule, which include data transfers for internal services provided from companies established outside the EU, including United States. Whenever a processing activity foresees a transfer of personal data (or the possibility that a transfer of personal data occurs), EXTEDO will ensure that appropriate safeguards are in place to adequately protect your personal data. We have concluded European Commission's Standard Contractual Clauses ("SCC") for transfers of personal information between our group companies and will conclude the same with any processor or third party to whom a transfer is (or might be) foreseen.