



Privacy @Kyte

Kyte Consulting General Privacy Policy

Last updated: 2nd October 2021

1. INTRODUCTION

This General Kyte Privacy Policy (also referred to as the 'Privacy Policy') provides information on the collection, use, and sharing (collectively referred to 'processing' or 'process') as of personal information by Kyte Consulting and its affiliates ("Kyte", "we" or "us") in connection with your use of Kyte websites, mobile applications, and social media pages that link to this Privacy Policy, your interactions with Kyte during in-person meetings at Kyte facilities or at Kyte events, and in the context of other online or offline sales and marketing activities. This Privacy Policy also explains the privacy rights you have in relation to these processing activities.

This Privacy Policy was last updated on 2nd September 2021. However, the Privacy Policy can change over time, for example to comply with legal requirements or to meet changing business needs. The most up-to-date version can be found on this website. In case there is an important change that we want to highlight to you, we will also inform you in another appropriate way (for example via a pop-up notice or statement of changes on our website). See the previous version of this Privacy Policy.

As used in this Privacy Policy, 'personal information' or 'personal data' means information that relates to an identified individual or to an identifiable individual. For example, this could include among other things your name, address, email address, business contact details, or information gathered through your interactions with us via our websites or at events. Personal information is also referred to as 'information about you.' For more detail about the types of information about you that we may process, please refer to Section 4 below.

SCOPE OF THE PRIVACY POLICY

This Privacy Policy applies to the processing of personal information by Kyte visitors and users of the various Kyte sites, attendees of Kyte events, customers and prospective customers and their representatives; subscribers to Kyte publications or newsletters; visitors to Kyte facilities and suppliers and business partners and their representatives.

WHO IS RESPONSIBLE FOR PROCESSING YOUR PERSONAL INFORMATION?

Kyte Consulting and its affiliated entities are responsible for the processing of your personal information as described in this Privacy Policy.

WHICH CATEGORIES OF PERSONAL INFORMATION DO WE PROCESS?



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Kyte processes information about you that directly identifies you, such as name, email, and address, and information about you that may only indirectly identify you such as device identifiers or online activity when not associated with your name.

WHERE DO WE SOURCE YOUR PERSONAL INFORMATION?

Kyte can process information about you collected directly from you both offline and online, including when you create an Kyte account to access Kyte products and services or attend an Kyte-sponsored event. Information about you may also be provided by third party sources, such as data aggregators who may not have a relationship with you or by third parties who collect information about you on behalf of Kyte such as when you download a whitepaper.

WHY AND HOW DO WE USE YOUR PERSONAL INFORMATION?

We use your personal information to respond to your requests; to deliver functionality on our sites; to administer our subscriptions; to market and tailor products and services to your or your company's interests; to engage in transactions with and process orders; to develop, improve the performance of, and secure our sites, products and services; and to comply with applicable laws such as to comply with an opt-out request.

HOW CAN WE SHARE YOUR PERSONAL INFORMATION?

Your personal information is shared for business and commercial purposes throughout Kyte's organization and with third parties such as distributors or resellers, event co-hosts and sponsors, service providers, and public, government, judicial and law enforcement entities.

WHAT ARE YOUR PRIVACY RIGHTS?

You have privacy rights for the information we process about you. You can choose to opt-out of third party sharing, object to, or restrict our use of your personal information, delete, change or correct your personal information or access your personal information by sending an email to office@kyteconsulting.com.au detailing your request.

HOW TO CONTACT KYTE IF YOU HAVE QUESTIONS, COMMENTS OR COMPLAINTS?

If you believe your personal information has been used in a way that is not consistent with the Privacy Policy, please contact us on office@kyteconsulting.com.au.

2. SCOPE

This Privacy Policy applies to the processing of personal information by Kyte of:

- visitors and users of the various Kyte sites, including our websites on www.kyteconsulting.com.au, computer or mobile software applications and our social media pages that link to this Privacy Policy (collectively referred to as the sites);
- attendees of Kyte events, events shared with partners, or Kyte-sponsored events;
- customers and prospective customers and their representatives;
- subscribers to Kyte publications and newsletters;
- visitors to Kyte facilities; and
- suppliers and business partners and their representatives.



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The Privacy Policy does not apply to the following activities:

Personal information collected about you by Kyte customers. Kyte customers are responsible for their own personal information collection and processing practices, including when customers use Kyte products or services to process your personal information. To find out more about our customers' use of personal information about you, you are encouraged to review the relevant privacy policy of the company who collected your information from you. Please consult that company directly if you have any further questions about its use of information about you.

Personal information processed by Kyte to provide Cloud, Technical Support, Consulting/ACS or other services to Kyte customers. "Services personal information" is personal information processed by Kyte on behalf of a customer in order to provide and perform contracted services. If you are an Kyte customer and Kyte is processing personal information on behalf of your company, please refer to the agreed Master Services Agreement between Kyte and your organisation, covering those services.

Personal information you provide on third party sites not controlled by Kyte. When interacting with our websites, you also have the ability to link or connect with non-Kyte websites, services, social networks, applications or other features. Enabling these features will lead to other parties than Kyte processing information about you. Kyte does not have any control over these features of other parties. We encourage you to review the privacy policies of these parties before using these features.

3. WHO IS RESPONSIBLE FOR YOUR PERSONAL INFORMATION?

Kyte Consulting and its affiliated entities are responsible for processing your personal information described in this Privacy Policy. See the list of Kyte entities. Please select a region and country to view the registered address and contact details of the Kyte entity or entities located in each country.

4. WHICH CATEGORIES AND SPECIFIC PIECES OF PERSONAL INFORMATION DO WE PROCESS?

Kyte can process information about you collected directly from you both offline and online, including when you create an Kyte account to access Kyte products and services or attend an Kyte-sponsored event. Information about you may also be provided to Kyte by selected third party sources, such as data aggregators who may not have a direct relationship with you or by third parties who collect information about you on behalf of Kyte such as when you download an Kyte whitepaper.

Specific pieces of information about you that Kyte may collect and process depending on your interaction with Kyte, includes:

- name and physical address, email addresses, and telephone numbers;
- demographic attributes, when tied to personal information that identifies you;
- photographs that identify you and testimonials;
- transactional data, including products and services ordered, financial details and payment methods;



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- company data such as the name, size and location of the company you work for and your role within the company as well as publicly available company information and activity associated with company data;
- data from surveys conducted by Kyte or by third parties on behalf of Kyte and publicly available information, such as social media posts;
- call recording and chat transcript data from Sales and customer support calls and live chat sessions or interviews;
- unique IDs such as your mobile device identifier or cookie ID on your browser;
- IP address and information that may be derived from IP address, such as geographic location;
- information about a device you use, such as browser, device type, operating system, the presence or use of “apps”, screen resolution, and the preferred language;
- certain location or geolocation information you provide directly or through automated means, if you choose to enable location based services from your device or Kyte app; and
- behavioral data of the internet connected computer or device you use when interacting with the sites, such as advertisements clicked or viewed, sites and content areas, date and time of activities or the web search used to locate and navigate to a site.
- Certain online information about you or device information may originate from the use of cookies and similar technologies (for example, pixel tags and device identifiers) on our sites or sites of third parties. For more information on cookies and similar technologies, please see Section 11 below.

Please note that Kyte does not control the content that you may post to Kyte Communities forums or social networks; in some cases, such content may be publicly available on the Internet. You should carefully consider whether you wish to submit personal information to these forums or social networks and whether you wish to make your profile available to other users, and you should tailor any content you may submit accordingly.

5. WHY AND HOW DO WE USE YOUR PERSONAL INFORMATION?

We may use personal information for the following business purposes:

- to communicate and respond to your requests and inquiries to Kyte;
- to engage in transactions with customers, suppliers and business partners and to process orders for Kyte products and services;
- to analyze, develop, improve and optimize the use, function and performance of our sites and products and services;
- to manage the security and operation of our sites, facilities, and networks and systems; and
- to comply with applicable laws and regulations and to operate our business.

We may use personal information for the following commercial purposes:

- to administer subscriptions of Kyte publications and newsletters;
- to market our products and services or related products and services, and to tailor our marketing and sales activities to your or your company’s interests; and



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- to provide select business-to-business services to Kyte customers using publicly available information about companies which may include personal information such as the name of a company's CEO that is publicly available.

These purposes are described below in further detail.

To communicate and respond to your requests and inquiries to Kyte

If you get in touch with us (such as by submitting contact forms on our sites, reaching out to us via Kyte Sales chat, attending Kyte events or other occasions, sending an email or by visiting social media platforms), we process information about you to communicate with you and to respond to your requests or other inquiries. We can also process personal information to interact with you on third party social networks.

When you choose to register with us (such as to make use of our communities), we need to process the personal information provided by you so that we can create a Kyte account for you. Please note, this only applies to personal information controlled by Kyte, not personal information Kyte processes on behalf of our customers.

To engage in transactions with customers, suppliers and business partners and to process purchases of our products and services.

If you place an order for our products and services, or if you provide services to Kyte, our employees, customers or partners as a supplier or business partner, Kyte processes information about you to engage in and administer the relevant transactions (such as by sending invoices and making payments), administer your order, and help you get started and adopt products and services. If you download products or services from our sites, Kyte uses information about you to confirm certain information about your order (for example, that you did not experience problems in the download process).

To analyze, develop, improve and optimize the use, function and performance of our sites and products and services

We may process personal information in order to analyze, develop, improve and optimize the use, function and performance of our sites and products and services, including for quality assurance and training purposes, as well as for marketing and sales campaigns. This includes processing personal information to conduct surveys to improve Kyte products and services. In case the sites permit you to participate in interactive discussions, create a profile, post comments, opportunities or other content, or communicate directly with another user or otherwise engage in networking activities on Kyte sites, Kyte may process personal information when moderating these activities.

To manage the security of our sites, facilities, networks and systems

We may collect site use data for security and operations management to help keep our sites, facilities, networks and systems secure, or to investigate and prevent potential fraud, including ad fraud and cyber-attacks and to detect bots.

To comply with applicable laws and regulations and to operate our business

In some cases, we have to process personal information to comply with applicable laws and regulations. For example, to respond to a request from a regulator or to defend a legal claim. We may also process personal information in the performance and operation of our business, such as to



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conduct internal audits and investigations or for finance and accounting and archiving and insurance purposes.

To administer subscriptions of Kyte publications and newsletters

If you subscribe to our newsletters, we process information about you to administer your subscription to our newsletters.

To market our products, services, events, or related products and services and to tailor marketing and sales activities

Kyte may use information about you to notify you about new product releases and service developments, events, alerts, updates, prices, terms, special offers and associated campaigns and promotions (including via newsletters). Kyte may also use personal information to advertise Kyte's products and services or related products and services, and also to have our partners notify you about our products or services or their related products or services (such as via joint sales or product promotions). We do our best to tailor your website visit, marketing experience and our communications to your expressed interests.

If you attend an event, Kyte may process information about you gathered in relation to the event and can share information about your attendance with your company. Kyte may also permit designated event partners or conference sponsors to send you up to two communications related to your event attendance. Please note that our partners or conference sponsors may directly request information about you at their conference booths or presentations, and their use of your information that you provide to them will be subject to their privacy policies.

We may also process your personal information to post testimonials on our sites, but will first obtain your consent to use your name and testimonial.

To provide select services to Kyte customers using publicly-available information which may include personal information such as the name of a company's CEO

For some business-to-business services, we may collect the publicly available names of company directors and officials to better understand the status of these companies and help inform our services which relate to providing customers information about other companies.

6. WHAT IS OUR BASIS FOR PROCESSING INFORMATION ABOUT YOU?

For personal information collected about you in the EU/EEA, the UK and other relevant jurisdictions, our basis for processing is the following:

- We rely on our legitimate interest in processing contact and related information about you in order to communicate adequately with you and to respond to your requests.
- In order to engage in transactions with customers, suppliers and business partners, and to process purchases and downloads of our products and services, we need to process information about you as necessary to enter into or perform a contract with you.
- We process personal information for marketing and sales activities (including events) based on your consent where so indicated on our sites at the time your personal information was



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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.

- We rely on our legitimate interest to analyze, develop, improve and optimize our sites, facilities, products and services, and to maintain the security of our sites, networks and systems.
- In order to comply with applicable laws and regulations, such as to comply with a subpoena or other legal process, or to process an opt-out request.

7. FOR WHAT PERIOD DO WE RETAIN PERSONAL INFORMATION

Kyte maintains personal information for the following retention periods:

- Information about you we collect to engage in transactions with our customers, suppliers and business partners, and to process purchases of our products and services, will be retained for the duration of the transaction or services period, or longer as necessary for record retention and legal compliance purposes.
- If you have registered for our newsletters and blogs, your subscription data will be retained for as long as you are subscribed to our distribution lists. Kyte retains records of that deletion for 30 days.
- Contact information such as your email address or phone number collected online on our sites or offline from our interactions with you at Kyte events and conferences, and used for direct marketing and sales activities will be retained for as long as we have an active (customer) relationship with you. We treat you as an active contact if (i) you have interacted with Kyte or updated your contact details and preferences in the past 18 months; and (ii) you have not made a deletion request.
- If you have visited an Kyte facility, the personal information needed to allow you to enter the facility will be held for one year after your last visit for records retention purposes.
- Personal information needed to retain your opt-out preferences is retained for 20 years (or longer as necessary to comply with applicable law).

8. WHEN AND HOW CAN WE SHARE YOUR PERSONAL INFORMATION?

Sharing within Kyte

Information about you may be shared throughout Kyte's organization.

Kyte employees are authorized to access personal information only to the extent necessary to serve the applicable purpose(s) and to perform their job functions.

Sharing with third parties

We may share personal information with the following third parties for a business purpose:

- Third-party service providers (for example, credit card processing services, order fulfilment, analytics, event/campaign management, website management, information technology and related infrastructure provision, customer service, e-mail delivery, auditing, and other



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similar service providers) in order for those service providers to perform business functions on behalf of Kyte;

- Relevant third parties in the event of a reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in connection with any bankruptcy or similar proceedings);
- As required by law, such as to comply with a subpoena or other legal process, when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to government requests, including public and government authorities outside your country of residence, for national security and/or law enforcement purposes.

We may share personal information with the following third parties for a commercial purpose:

- Kyte distributors or resellers for further follow-up related to your interests, specific partners that offer complementary products and services or with third parties to facilitate interest-based advertising; and
- Event partners or conference sponsors for Kyte events such as when you scan your badge at a sponsored booth.

9. HOW IS YOUR PERSONAL INFORMATION SECURED?

Kyte has implemented appropriate technical, physical and organizational measures designed to protect personal information against accidental or unlawful destruction or accidental loss, damage, alteration, unauthorized disclosure or access, as well as all other forms of unlawful processing.

10. WHAT COOKIES AND SIMILAR TECHNOLOGIES DO WE USE ON OUR SITES?

Kyte currently does not use any Cookies on our sites.

11. WHAT ARE YOUR PRIVACY RIGHTS?

You can exercise your privacy rights in accordance with applicable or by submitting your request to office@kyteconsulting.com.au

You have multiple privacy rights, subject to applicable law, in respect of the information we process about you:

- Opt-out of our use or sharing of your personal information
- You may withdraw consent you have previously provided for the processing of information about you, including for email marketing by Kyte.
- Delete personal information
- You can ask us to erase or delete all or some of the information about you.
- Change or correct personal information
- You can edit some of the information about you. You can also ask us to change, update or fix information about you in certain cases, particularly if it is inaccurate
- Object to, or limit or restrict use of personal information



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- You can ask us to stop using all or some of the information about you (for example, if we have no legal right to keep using it) or to limit our use of it (for example, if the information about you is inaccurate).
- Right to access and/or have your information provided to you
- You can also ask us for a copy of information about you and can ask for a copy of information about you provided in machine readable form if you reside in the EU, California or other jurisdiction that provides you this right as a matter of law.
- If you are authorized to make an access or deletion request on behalf of a data subject, please reach out to us via the inquiry form and indicate that you are an authorized agent. We will provide you with instructions on how to submit a request as an authorized agent on behalf of a data subject.

12. DO YOU COLLECT SENSITIVE INFORMATION AND INFORMATION FROM CHILDREN?

Sensitive personal information

We ask that you do not send us, and do not share any sensitive personal information (for example, government-issued IDs, information related to racial or ethnic origin, political opinions, religion or other beliefs, health, genetic, or biometric data, criminal background or trade union membership).

Children's privacy

As a company focused on serving the needs of businesses, Kyte's sites are not directed to minors and Kyte does not promote or market its services to minors, except in very limited circumstances as part of specific educational outreach programs with parental permission. If you believe that we have mistakenly or unintentionally collected personal information of a minor through our sites without appropriate consent, please notify us sending an email to office@kyteconsulting.com.au so that we may immediately delete the information from our servers and make any other necessary corrections. Additionally, please use the same email to request removal of content or information that was posted to our sites when the registered user was under the age of 16. Please note that such requests may not ensure complete or comprehensive removal of the content or information, as, for example, some of the content may have been reposted by another user.

13. DISPUTE RESOLUTION OR FILING A COMPLAINT

If you have any complaints regarding our compliance with this Privacy Policy, please contact us first. We will investigate and attempt to resolve complaints and disputes regarding use and disclosure of personal information in accordance with this Privacy Policy and in accordance with applicable law.