



## **Tana Marketing privacy notice**

Tana uses your personal data in order to provide you with a better customer experience and ensure that the marketing material we send to you reflects your personal preferences.

In this Marketing Privacy Notice, we explain how we use personal data we collect about you for marketing purposes.

### **Why do you receive marketing from Tana?**

We send information about our products and services to existing customers whose contact information we have obtained over the course of our customer relationship with them. We may also send marketing emails to persons who have expressed an interest in purchasing Tana products or services, or whom we believe to otherwise be interested in Tana products or services.

We only send marketing to you if you have given us your consent to such marketing. Typically, such consent is collected sign up to subscribe our newsletter either verbally over the phone, trade fair etc. or in a written form.

If you no longer wish to receive marketing from Tana, you can easily unsubscribe from the mailing list by clicking the 'unsubscribe' link at the bottom of each marketing e-mail.

### **How do we use your personal data for marketing?**

We use your personal data in order to send you information about such Tana products, services, partners, promotions and events that we believe may interest you. We may also use personal data to develop our websites and services and to measure the effectiveness of our marketing.

We keep your personal data for marketing purposes for as long as you want to receive marketing from us. If you decide to opt-out of or withdraw your consent to our marketing, we will no longer use your personal data for this purpose. If the data is not needed for some other purpose (e.g. to carry out our customer relationship), we will delete the data without undue delay.

We send marketing messages mainly by email.

We use third party site analytics and marketing services, such as Google Analytics and Act-On. The services need to place cookies to enable their services. The collected information is used for site improvement and measuring purposes and includes for example how you reached our website and interacted with the pages. Service providers transfer and store the information on their servers. This type of marketing service does not identify the visitor in any way and is never connected to any personal information the visitor may have submitted on the website.

Act-On is a marketing automation system, which helps us automate our marketing measures and target them on potential customers. Act-On uses first party cookies: it allows us to gain more insight into our users' activities on our website. We do not use cookies to monitor users' actions elsewhere than on our own website. We do not collect information that directly identifies you unless you voluntarily submit us such information.

For more information on how these companies process personal data, please see their respective privacy notices.



## **What kind of information about you do we use for marketing purposes?**

In order to provide you with marketing suited to your preferences, we need information on you. Typically, we collect this information directly from you as you use our services.

For the purposes mentioned in this Privacy Notice, we collect the following groups of data of you:

- **Your basic identification and contact details.** This may include for example your name, company, telephone number, email address and other information that you provide us.
- **Information about your customer relationship with Tana.** We collect personal data when you purchase our products and services. This data may include for example information about your previous purchases of Tana products and services, your billing information, information about Tana events you have participated in and feedback you have given us.
- **Information on how you use our website.** We use cookies to collect data on how you use our websites and view our marketing emails. This may include for example information on which Tana websites you have visited, which items you clicked on and your IP-address.
- **Information derived from your use of our services.** With the help of the personal data you have given us and the information we have collected on how you use our services, we use analytics to build up a profile based on your interests. These profiles are often based on online behavior and population segments, such as age brackets, interests, studies and work experience. In certain situations, we may also combine this information with data provided to us by third parties.