

PRIVACY POLICY

This privacy notice provides information on how DVSL collects and processes your personal data when you use of any DVSL's services or platforms in connection with the ZoomCharts Drill Down Visuals for Microsoft © Power BI©.

[It is important that you read this privacy notice together with our website privacy policy which contains more detailed information about our data processing and can be accessed [here](#).]

1. Who we are. "Data Visualization Software Lab" SIA (DVSL) is a Latvian corporation with an office at 8B Gunara Astras Street, Riga, LV-1082, Latvia. Any comments, concerns, complaints, or questions regarding our Privacy Statement may be addressed to info@zoomcharts.com.
2. What Data We Collect. The type of personal information we collect depends on how you are specifically interacting with us and which Services you are using. Generally, we collect the following categories of personal information:
 - **Contact Information**, such as name, phone number, email address, and similar contact data.
 - **Organization and Contacts Information**, such as your employer or organizations that you are a member of, information about your colleagues or those within your organization, your status with an organization, and similar data.
 - **Account Information**, such as service-related information (including purchase history and account profiles), billing-related information (including payment, shipping, and billing information), and similar data.
 - **Financial Information**, such as billing address, credit card information, billing contact details, and similar data.
3. How We Collect Your Data.

We collect data from and about you through direct interactions. You may give us your Identity, Contact and Financial Data by filling in forms or by corresponding with us by email or otherwise. This includes personal data you provide when you:

- apply for our products or services;
- subscribe to our service or publications;
- request marketing to be sent to you;
- give us feedback or contact us.

4. How We Use Your Data.

We have set out below, in a table format, a description of all the ways we plan to use your personal data, and which of the legal bases we rely on to do so. We have also identified what our legitimate interests are where appropriate.

Note that we may process your personal data for more than one lawful ground depending on the specific purpose for which we are using your data. Please contact us if you need details about the specific legal ground we are relying on to process your personal data where more than one ground has been set out in the table below.

Purpose/Activity	Type of data	Lawful basis for processing including basis of legitimate interest
To register you as a new customer	(a) Identity (b) Contact	Performance of a contract with you
To process and deliver your order including: (a) Manage payments, fees and charges (b) Collect and recover money owed to us	(a) Identity (b) Contact (c) Financial (d) Transaction	(a) Performance of a contract with you (b) Necessary for our legitimate interests (to recover debts due to us)
To manage our relationship with you which will include: (a) Notifying you about changes to our terms or privacy policy (b) Asking you to leave a review or take a survey	(a) Identity (b) Contact (c) Profile	(a) Performance of a contract with you (b) Necessary to comply with a legal obligation (c) Necessary for our legitimate interests (to keep our records updated and to study how customers use our products/services)
To administer and protect our business and this website (including troubleshooting, data analysis, testing, system maintenance, support, reporting and hosting of data)	(a) Identity (b) Contact (c) Technical	(a) Necessary for our legitimate interests (for running our business, provision of administration and IT services, network security, to prevent fraud and in the context of a business reorganization or group restructuring exercise) (b) Necessary to comply with a legal obligation
To inform you about the Product updates and special offers	(a) Identity (b) Contact (c) Profile	(a) Performance of a contract with you

We will only use your personal data for the purposes for which we collected it, unless we reasonably consider that we need to use it for another reason and that reason is compatible with the original purpose. If you wish to get an explanation as to how the processing for the new purpose is compatible with the original purpose, please contact us.

If we need to use your personal data for an unrelated purpose, we will notify you and we will explain the legal basis which allows us to do so.

Please note that we may process your personal data without your knowledge or consent, in compliance with the above rules, where this is required or permitted by law.

5. Data Security. We have put in place appropriate security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. In

addition, we limit access to your personal data to those employees, agents, contractors and other third parties who have a business need to know. They will only process your personal data on our instructions and they are subject to a duty of confidentiality.

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

6. Data retention. We retain personal information in accordance with our enterprise records retention schedule, which varies by Service, business function, record classes, and record types.

We calculate retention periods based upon and reserve the right to retain personal information for the periods that the personal information is needed to: (a) fulfill the purposes described in this Privacy Statement, (b) meet the timelines determined or recommended by regulators, professional bodies, or associations, (c) comply with applicable laws, legal holds, and other legal obligations (including contractual obligations), and (d) comply with your requests.

7. Sharing Your Information. We share personal information for the purposes set out in this Privacy Statement and with the following categories of recipients:

- **Your Organization and Contacts.** We may share your personal information with your organization and others with whom you have a relationship in order to fulfil or perform a contract or other legal obligation, including with our customer that arranges access to our Services for you and pays us in connection with your access. We may also share your personal information with your contacts if you are in the same organization or to facilitate the exchange of information between you and the contact(s).
- **Third Party Service Providers.** We may share your personal information with our third party service providers to perform tasks on our behalf and to assist us in offering, providing, delivering, analyzing, administering, improving, and personalizing our Services. For example, service providers who assist us in performing, delivering, or enhancing certain products and services related to our delivery and operation of our Services, who provide technical and/or customer support on our behalf, who provide application or software development and quality assurance, who provide tracking and reporting functions, research on user demographics, interests, and behavior, and other products or services.
- **In the Event of Merger, Sale, or Change of Control.** We may transfer this Privacy Statement and your personal information to a third party entity that acquires or is merged with us as part of a merger, acquisition, sale, or other change of control (such as the result of a bankruptcy proceeding).
- **Other Disclosures.** We may disclose your personal information to third parties if we reasonably believe that disclosure of such information is helpful or reasonably necessary to comply with any applicable law or regulation, to comply with or respond to a legal process or law enforcement or governmental request, to enforce our terms and conditions or other rights (including investigations of potential violations of our rights), to detect, prevent, or address fraud or security issues, or to protect against harm to the rights, property, or safety of DVSL, our users, or the public.

8. Location of information

DVSL is located in Latvia. During your use of our Services and your interactions with us, your personal information may be transferred outside of your home country and may be stored in and accessed from multiple countries.

Whenever we transfer personal information to other jurisdictions, we will ensure that the information is transferred in accordance with this Privacy Statement and as permitted by applicable data protection laws.

9. Your Rights. In certain circumstances, local data protection laws (such as the GDPR) may give you rights with respect to personal information if you are located in or are a resident of that country, state, or territory (including if you are located in the EU/EEA). Such rights are in general to:
- 1.9.1. Require your personal data to be corrected if it is inadequate, incomplete or incorrect.
 - 1.9.2. Object to processing of your personal data, if the use of personal data is not based on a legitimate interest, including profiling for direct marketing purposes (such as receiving marketing offers or participating in surveys).
 - 1.9.3. Require the erasure of your personal data, for example, that is being processed based on the consent, if you withdraw the consent. Such right does not apply if personal data requested to be erased is being processed also based on other legal grounds such as agreement or obligations based on applicable law.
 - 1.9.4. Restrict the processing of your personal data.
 - 1.9.5. Receive information if your personal data is being processed by DVSL and, if so, then to access it.
 - 1.9.6. Receive your personal data that is provided by yourself and is being processed based on consent or in order to perform an agreement in written or commonly used electronic format and were feasible transmit such data to another service provider (data portability).
 - 1.9.7. Withdraw your consent to process your personal data.
 - 1.9.8. Not to be subject to fully automated decision-making, including profiling, if such decision-making has legal effects or similarly significantly affects you. This right does not apply if the decision-making is necessary in order to enter into or to perform an agreement with the Client, if the decision-making is permitted under applicable law or if the Client has provided his/her explicit consent.
 - 1.9.9. File complaints pertaining to the use of personal data to the Data Protection Authority at www.dvi.gov.lv if you consider that processing of your personal data infringes your rights and interests under applicable law.

You may contact DVSL with any enquiries, withdrawal of consents, requests to exercise data subject rights and complaints regarding the use of Personal data at this email address:

info@zoomcharts.com.

Changes to this Privacy Statement

As our organization changes over time, this Privacy Statement is expected to change as well. We reserve the right to amend the Privacy Statement at any time, for any reason, and without notice to you other than the posting of the updated Privacy Statement on our Services. We may e-mail periodic reminders of our notices and terms and conditions, but you should check our Services frequently to see the current Privacy Statement that is in effect and any changes that may have been made to it.