

# Pathways Data Privacy Statement

Effective Date: September 4, 2018

Pathways Data Pvt. Ltd. ("Pathways Data"), values the privacy of those who visit our websites and register for our software, services, and events.

The Pathways Data Privacy Statement ("Privacy Statement") covers our use, storage, sharing and disclosure of personal information we collect through our websites, including [www.pathwaysdata.com](http://www.pathwaysdata.com), [www.genmapper.com](http://www.genmapper.com), [www.geodata.services](http://www.geodata.services). It also describes your choices regarding use, access, and correction of your personal information. By using our websites or services, you authorize Pathways Data to collect, use, store, share and disclose your personal information as described in the Privacy Statement and any applicable addendums.

Please read the entire Privacy Statement before providing any personal information to us.

This Privacy Statement answers the following questions:

- What personal information does Pathways Data collect and receive?
- Why is Pathways Data collecting my personal information?
- With whom does Pathways Data share my personal information?
- Is my personal information secured?
- What are my privacy choices?
- Can I access and update my personal information?
- Will Pathways Data modify its Privacy Statement?

## What personal information does Pathways Data collect and receive?

Personal information is information that can potentially identify you as a specific individual. It includes your name, company name, address, telephone number, email address, location, and billing information.

Pathways Data websites and software installation may require registration with personal information to gain access to special services, authorization codes, license keys, or other features. This information will be used to authenticate users, provide support and deliver specialized services.

### Third-Party Information

If you add a user to GenMapper app service to Pathways Data, you may provide names and email addresses of your contacts. We will send you contacts a one-time email inviting them to create an account. Pathways Data stores this information for the sole purpose of contacting such individuals as needed. They may contact us at [privacy@pathwaysdata.com](mailto:privacy@pathwaysdata.com) to request we remove this information from our database.

In some instances, we may ask you to provide us with the name and phone number of an individual for the purposes of allowing Pathways Data to contact that person in the event of an urgent matter. Pathways Data stores this information for the sole purpose of contacting such individuals as needed. They may contact us at [privacy@pathwaysdata.com](mailto:privacy@pathwaysdata.com) to request that we remove this information from our database.

### Technologies

We and our partners, use cookies and similar technologies to analyze trends, administer the website, track users' movements around the website, and gather demographic information about our user base as a whole. Users can control the use of cookies at the

individual browser level.

#### Log Files

We, and our third-party partners gather certain information automatically and store it in log files. This information includes the internet protocol (IP) address, browser type, internet service provider (ISP), and clickstream data. We do this to improve our services, marketing, analytics, or site functionality, and to authenticate users.

#### **Why is Pathways Data collecting my personal information?**

The personal information we collect is used by Pathways Data and its service providers to:

- Complete transactions, ensure appropriate legal use of licensed Pathways Data software and services
- Allow access to special services or other features
- Analyze and resolve website and application problems,
- Conduct market research and implement marketing strategies
- Process orders and register software, data, or services
- Provide notification to licensees about updates to Pathways Data's and our affiliates' software, data, and services
- Send marketing materials and newsletters
- Respond to our customer services requests and help provide technical and product support.

Pathways Data may use the mailing services of third party services that are authorized to use your personal information only for the benefit of Pathways Data and our affiliates.

#### Advertising

We partner with a third party to display advertising on our website or to manage our advertising on other sites. Our partner may use technologies such as cookies to gather information about your activities in order to provide you with advertising that is based on your browsing activities and interests. If you wish to not have this information used for the purpose of serving you with interested-based ads, you may opt-out by writing [privacy@pathwaysdata.com](mailto:privacy@pathwaysdata.com). Please note that this will not allow you to opt out of being served ads; you will instead receive generic ads.

#### Social Media Features

Our website includes social media features such as the Facebook "Like" button, widgets such as the

"ShareThis" button, or interactive mini-programs ("Features"). These "Features" may collect your IP address, your browser type, also the specific page you are visiting on our website and to set a cookie to enable the Features to function properly. Social media features and widgets are hosted either by a third party or directly on our website. Your interactions with the Features are governed by the privacy policy of the company providing them.

#### **With whom does Pathways Data share my personal information?**

We use third parties such as a credit card processing company to bill customers for services, an email service provider to send out emails on our behalf, or technical service providers for customer support. When you sign up for our services, we will share your personal information only as necessary for the third party to provide that service. In addition, Pathways Data may share your personal information within your organization, with third parties such as a Pathways Data affiliate, or service provider within or outside the United States. Pathways Data may also share or publish non-personal information, such as statistical data that provides information on how our users are

using our software applications and services and how many people are visiting our websites. Our affiliates and vendors are also committed to protecting personal information as described in their privacy statements/policies. Under certain circumstances, we may remain liable for the acts of our third-party agents or service providers who perform services on our behalf for their handling of EU or Swiss Personal Data that we transfer to them.

Pathways Data will disclose your personal information when required to do so by law or in the good faith belief that such action is necessary to (1) conform to legal requirements, such as to comply with a subpoena or valid national security or law enforcement requests, or prevent fraud or imminent harm or, (2) protect and defend the rights or property of Pathways Data.

### **Is my personal information secured?**

#### Information Entered during Login or Placing Purchases

Pathways Data maintains reasonable and appropriate security measures to protect EU or Swiss Personal Data from loss, misuse, unauthorized access, disclosure, alteration, or destruction in accordance with the Privacy Shield. When you make a purchase through our website and sensitive information (such as login credentials or billing information) is entered, Pathways Data encrypts the transmission of that information using transport layer security (TLS). If you have any questions about security on our website or want to report a problem email [privacy@pathwaysdata.com](mailto:privacy@pathwaysdata.com).

#### Information Posted on Pathways Data's Blogs and Forums

Anytime you post on our blog or provide information, pictures, or any other type of personal information, data, or materials to forums, communities, or other social media platforms, please be aware that it will be publicly available and not subject to the terms of this Privacy Statement. Also, you may be posting using a third-party application, and we have no access to or control over such information. Please be aware that you are providing your personal information to these third parties and not to Pathways Data. To request removal of your personal information from our blog, you can either log in the third-party application and remove your posting/information or contact the appropriate third-party application provider. Your interaction with these features is governed by the privacy policy of the company providing them.

#### Information Shared while Accessing Websites of a Third Party or a Pathways Data Affiliate

Our websites include links to other websites with privacy practices that may differ from those of Pathways Data. If you submit personal information to any of those websites, your personal information will be governed by their policies.

### **What are my privacy choices?**

If you submit personal information, Pathways Data may contact you or send you marketing information, newsletters, or promotions about software or services. If you do not wish to receive this information, you may notify us by visiting <https://www.pathwaysdata.com/unsubscribe> or following the unsubscribe instructions contained in the emails you receive.

Please provide us with your exact name and address as well as a description of the publication or type of mail you no longer wish to receive.

### **Can I access and update my personal information?**

Upon request Pathways Data will provide you with information about whether we hold any of your personal information. Pathways Data will permit you to access, correct, or delete your information in our database by contacting [info@pathwaysdata.com](mailto:info@pathwaysdata.com) or by

logging in to your account and making the appropriate changes. We will respond to all requests for access within a reasonable timeframe.

We will retain the personal information we process on behalf of our users for as long as needed to provide services to our users, comply with our legal obligations, resolve disputes, and enforce our agreements.

**Will Pathways Data modify its Privacy Statement?**

We may change this Privacy Statement or related system specific addendums from time to time. If and /or when Pathways Data makes changes to this Privacy Statement, the updated version will be posted in place of this statement. If we make any material changes, we will notify you by means of an announcement here and on <https://www.pathwaysdata.com/legal-privacy> prior to the change becoming effective. We encourage you to visit <https://www.pathwaysdata.com/legal-privacy> periodically.

**How can I contact Pathways Data regarding Privacy Statement?**

If you have questions or complaints regarding our privacy practices or policy, please contact us at [privacy@pathwaysdata.com](mailto:privacy@pathwaysdata.com), or GPO Box 8975 EPC 1133 Kathmandu Nepal, and identify the issue as such in your communication with Pathways Data.