

# Privacy Policy

Last updated: July 25, 2018

Lean Entries Ltd ("us", "we", or "our") is incorporated and registered in Finland (N:o FI27918815) and operates the <http://www.leanentries.com> website (the "Service").

This policy informs you of our practices regarding the processing of your Personal Data when you use our Service. Lean Entries bears responsibility for lawfully processing your data as carried out on our site.

**We will not process, sell, rent or share your Personal Data with anyone except as described in this Privacy Policy. We will carry out all processing on Personal Data in compliance with the General Data Protection Regulation ("GDPR") 2016/679 of the European Union and the Laws of Finland.**

We use your Personal Data for providing and improving the Service. By using the Service, you agree to the processing of your Personal Data in accordance with this policy. Unless otherwise defined in this Privacy Policy, terms used in this Privacy Policy have the same meanings as in our [Terms and Conditions](#).

For the purpose of this Privacy Policy, personal data means any information relating to an identified or identifiable natural person. An identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person ("Personal Data"). Examples of such Personal Data are your email address, name, phone number or postal address.

## Information Collection And Use

While using our Service, we may ask you to provide us with Personal Data that can be used to contact or identify you.

## Log Data

We may collect information that your browser sends whenever you visit our Service ("Log Data"). This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages and other statistics.

In addition, we may use third party services such as Google Analytics that collect, monitor and analyze this type of information in order to increase our Service's functionality. These third party service providers have their own privacy policies addressing how they use such information.

## Cookies

"Cookies" are files with small amount of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive.

We may use cookies to collect information. We do not process this information to identify individual users or to match it with further data on an individual user. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

## Behavioral Remarketing

Lean Entries Ltd uses remarketing services to advertise on third party websites to you after you visited our Service. We, and our third party vendors, use cookies to inform, optimize and serve ads based on your past visits to our Service.

### Google

- Google AdWords remarketing service is provided by Google Inc.
- You can opt-out of Google Analytics for Display Advertising and customize the Google Display Network ads by visiting the Google Ads Settings page: <http://www.google.com/settings/ads>
- Google also recommends installing the Google Analytics Opt-out Browser Add-on - <https://tools.google.com/dlpage/gaoptout> - for your web browser. Google Analytics Opt-out Browser Add-on provides visitors with the ability to prevent their data from being collected and used by Google Analytics.

- For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <http://www.google.com/intl/en/policies/privacy/>

#### Twitter

- Twitter remarketing service is provided by Twitter Inc.
- You can opt-out from Twitter's interest-based ads by following their instructions: <https://support.twitter.com/articles/20170405>
- You can learn more about the privacy practices and policies of Twitter by visiting their Privacy Policy page: <https://twitter.com/privacy>

#### Facebook

- Facebook remarketing service is provided by Facebook Inc.
- You can learn more about interest-based advertising from Facebook by visiting this page: <https://www.facebook.com/help/164968693837950>
- To opt-out from Facebook's interest-based ads follow these instructions from Facebook: <https://www.facebook.com/about/ads/#568137493302217>
- Facebook adheres the Self-Regulatory Principles for Online Behavioral Advertising established by the Digital Advertising Alliance. You can also opt-out from Facebook and other participating companies through the Digital Advertising Alliance in the USA <http://www.aboutads.info/choices/>, the Digital Advertising Alliance of Canada in Canada <http://youradchoices.ca/> or the European Interactive Digital Advertising Alliance in Europe <http://www.youronlinechoices.eu/>, or opt-out using your mobile device settings.
- For more information on the privacy practices of Facebook, please visit Facebook's Data Policy: <https://www.facebook.com/privacy/explanation>

## Service Providers

We may employ third party companies and individuals to enable or facilitate our Services, to provide the Services on our behalf, to perform Service-related services or to assist us in analyzing how our Services are used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

## Communications

We may use your Personal Data to contact you with updates to our services, legal

documents, customer support, newsletters, marketing or promotional materials and other information that may be of interest to you. You may opt out of receiving any, or all, of these communications from us by following the instructions provided in any email we send, except for cases where we are required to do so by law (e.g. notifying you of a data breach).

If you receive emails from us, we may use certain analytics tools, to capture data such as when you open our email or click on any links or banners our email contains. This data helps us to gauge the effectiveness of our communications and marketing campaigns.

## Accounts

When you sign up for and open an account with Lean Entries, or sign up for content or offers, we may ask you to provide us with Personal Data and details about your organization. As otherwise detailed in this Privacy Policy, we will process this data only to provide you with the Service.

We use third party service providers Auth0 and Stripe to enable the sign-up for opening an account with us and to enable the use of our Service. The types of Personal Data processed by these service providers is limited to what is required to enable the sign-up and the use of our Service. You may follow these links to learn about their policies as the processor of your Personal Data in connection to the Service:

- Auth0: <https://auth0.com/privacy> (In particular chapter *Data processed on behalf of our Customers*)
- Stripe: <https://stripe.com/privacy>

You may deactivate your account or unsubscribe from receiving content or offers from us at any time by contacting us at [info@leanentries.com](mailto:info@leanentries.com) or by phone at +358207739510. Following termination of your account, we may retain your personal data (in part or in whole) in order to meet any regulatory and reporting requirements for the timeframes stipulated by law and in order to be able to address customer service issues. Any other personal data we would have been processing on your behalf would be deleted permanently within 30 calendar days.

Please refer to our [Terms and Conditions](#) for further details on registering and using the Services offered by Lean Entries.

## Your Rights Regarding Your Personal Data

You have a right to be informed of Personal Data processed by Lean Entries, a right to rectification, correction, erasure and restriction of processing. You also have the right to receive from from us a structured, common and machine-readable format of Personal Data you provided to us.

We can only identify you via your the Personal Data you have provided and we can only adhere to your request and provide information if we have Personal Data about you through you having made contact with us directly or you using our site or Service.

To exercise any of the rights mentioned in this Privacy Policy or in the event of questions or comments relating to the use of Personal Data you may contact us at [info@leanentries.com](mailto:info@leanentries.com) or by phone at +358207739510.

Where you have provided consent, you may withdraw it at any time by contacting us, without affecting the lawfulness of the processing that was carried out prior to withdrawing it. Whenever you withdraw consent, you acknowledge and accept that this may have a negative influence on the quality of the Lean Entries Services. You further agree that Lean Entries shall not be held liable with respect to any loss or damage to your Personal Data if you choose to withdraw consent.

We will store your usage data until such time when you withdraw your consent for us to do so. All other data as specified above will be retained for as long as is necessary for the purposes for which we originally collected it.

Where Personal Data is processed for the above purposes on the basis of Lean Entries' legitimate interests, under the GDPR, you may object to such processing at any time. To do so please contact us at [info@leanentries.com](mailto:info@leanentries.com) or by phone at +358207739510.

In addition, you have the right to lodge a complaint with the data protection authority in your jurisdiction.

Please refer to our [Personal Data Extract](#) for further information of our Service in relation to requirements of the Finnish Personal Data Act.

## Personal Data Breaches

In the event of a breach of Personal Data, where the breach is likely to result a risk to your rights and freedoms, we shall, strictly in compliance with the GDPR and without undue delay, notify you and the Finnish supervisory authority of the breach. This notification will include a description of the likely consequences of the breach, the measures taken or planned to address the breach at Lean Entries, and a contact point that you can reach for more information.

## Compliance With Laws

We will disclose your Personal Data where required to do so by law or by a ruling of a court or governmental official, or if we believe that such action is necessary to comply with the law and the reasonable requests of law enforcement or to protect the security or integrity of our Service.

## Business Transaction

If Lean Entries Ltd is involved in a merger, acquisition or asset sale, your Personal Data may be transferred. We will provide notice before your Personal Data is transferred and becomes subject to a different Privacy Policy.

## Security

The security of your Personal Data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

## International Transfer

Your information, including Personal Data, may be transferred to — and maintained on — computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

If you are located outside Finland and choose to provide information to us, please note that we transfer the information, including Personal Data, to Finland and process it there. Your



consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

## Links To Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over, and assume no responsibility for the content, privacy policies or practices of any third party sites or Services.

## Changes To This Privacy Policy

We may update our Privacy Policy from time to time. We will provide notice of any modifications by posting a written notice on our website.

If you have an account with us, we will notify you of any material modifications by sending you an email to the email address associated with your account unless you have unsubscribed from all email communications. Your use of the site or Services following the effective date of any modifications to the Privacy Policy will constitute your acceptance of the Privacy Policy, as modified. All changes to this Privacy Policy automatically take effect on the sooner of the day you use the site or Services, or 30 calendar days after they are initially posted on our site. Your use of the site or Services following the effective date of any modifications to this Privacy Policy will constitute your acceptance of the Privacy Policy, as modified.

## Contact Us

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