

# GU Group

*Updated: 25 May 2023*

## PRIVACY POLICY

In GU Group we consider the protection of personal data of our website as an important matter. This Privacy Policy will inform you on how we collect and use your personal data and your personal data protection rights when you

- a) visit our website
- b) request a product demo
- c) send us a message

We note that this policy is subject to amendments and updates, therefore, please check this page from time to time.

### **1. Personal data we collect**

You are not required to provide us with your personal data to access any area of this website. However, if you request a demo of our products or send us a message using related contact forms, we are going to collect your name, email and any other details that you may provide (e.g. phone number, company name), so that we can reply to your inquiry, provide you with a product demo and stay in touch if necessary.

### **2. Duration of retaining your personal data**

We will keep your details for a period of one (1) year. After the lapse of one (1) year, your personal data will be destroyed and should you wish to re-apply for a demo or send us another message, you can do so using the mediums made available by us.

### **3. Use for Google Analytics**

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google may also transfer this information to third parties where required to do so by law, or where such third parties process the information on Google's behalf. Google will not associate your

IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however, please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above. You can find more information on how Google uses data from these cookies at [www.google.com/policies/privacy/partners](http://www.google.com/policies/privacy/partners).

#### **4. Security**

GU Group is committed to maintain the highest technical and organizational measures to protect the integrity, confidentiality and availability of personal data and to protect them against unauthorized access, misuse, disclosure, unlawful destruction or loss.

#### **5. Changes to this Privacy Policy**

We may make changes to this Privacy Policy from time to time. If we do revise this Privacy Policy, we will update the “Updated” date at the top of this Privacy Policy. Your continued use of our Services constitutes your acceptance of the terms of the Privacy Policy as amended or revised by us from time to time.

#### **6. Contact Us**

If you have any questions about your information, this Privacy Policy, or our privacy practices, please contact us at [privacy@gugroup.com](mailto:privacy@gugroup.com).