



Atlan Privacy Notice

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1. Introduction

This privacy notice (“**Privacy Notice**”) explains how Atlan (as defined below) collects, accesses, stores, discloses, shares or other otherwise uses your personal data in the course of Our business activities (“**Processing**”), including without limitation, any marketing activities. In addition, it also elaborates how you can exercise your rights under the applicable **Data Protection Laws** which for the purpose of this Privacy Notice include the laws applicable to the personal data processed under the premise of this Privacy Notice as detailed herein. Please note that this Privacy Notice may be updated from time to time as per Our business needs and to comply with applicable Data Protection Laws.

a. Who are we?

Atlan is a trading name of Atlan Pte Ltd and its affiliates - Atlan Inc. and Atlan Technologies Pvt Ltd. (hereinafter referred to as “**Atlan**”, “**We**” or “**Us**”, “**Our**”). We are a B2B SaaS service provider that helps businesses decode their data (“**Services**”). For the purposes of this Privacy Note, we shall be the data controller (or any similar term used in the applicable Data protection Laws) vis-à-vis the personal data processed by us within the scope of this Privacy Notice.

b. Applicability- This Privacy Notice is applicable to:

- (i) visitors of Our website,
- (ii) any person approached by Us,
- (iii) any person in discussions with Atlan regarding Our services,
- (iv) any person who has asked for a demo of Atlan’s services, and
- (v) the authorised end users of our customers in receipt of our Services.



2. Contact Us

a. Rest of the World excluding EU and India

If you have any questions about

- (i) this Privacy Notice
- (ii) the Processing of your personal data
- (iii) or exercising your privacy rights

please contact us at privacy@atlan.com

b. EU Representative

If you are in the European Economic Area (EEA) or a member State to which the General Data Protection applies, you can also contact us at privacy@atlan.com or our **EU Representative** by using the following details:

Name: Kazient EU Representative

By email: atlan.eurep@kazient.eu

By post: Atlan EU Rep c/o Kazient Privacy Experts
77 Lower Camden Street,
Dublin
Ireland
D02 XE80

c. India

If You find any discrepancies or have any grievances in relation to the collection, storage, use, disclosure, and transfer of Your Personal Information under this Privacy Notice, please contact our appointed Grievance Officer using the following details:

Name: Anjali Sheoran

Email: privacy@atlan.com

3. Personal Data We Collect from You

a. When do we collect Personal Data?

We collect personal data:

- (i) when you visit our website
- (ii) when you provide it to us by any sort of communication
- (iii) through cookies- the details of which are covered in greater detail in our cookie policy- <https://atln.cm/ckie>.

b. What personal data do we collect?

The personal data we collect may include:

- (i) **Identity Data** includes your first name and last name



- (ii) **Contact Data** includes your email address (work or personal as per your disclosure to the third party), telephone number(s)
- (iii) **Technical Data** includes internet protocol (IP) address, any third party website details from which you are accessing our website
- (iv) **Employment Data** includes job title

Please note that, we do not collect or process any *sensitive personal data* or any *special categories of personal data* which may include information ranging from your personal health information, political views, sexual orientation, religious or spiritual beliefs, and any personal data of similar nature and as further specifically identified as sensitive or special under applicable Data Protection Laws, such as and without limitation, the *Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules 2011* and the *Information Technology Act, 2000*.

4. Personal Data We Collect from Others

Sometimes we work with carefully selected third parties and we may receive your personal data from them and to the best of our knowledge as per the authorisation you have provided to such third parties.

The third parties include:

- (i) Social networks such as LinkedIn and Meta
- (ii) Search engines such as Google
- (iii) Advertisers
- (iv) Vendors

The personal data we process are:

- (i) **Identity Data** includes your first name and last name
- (ii) **Contact Data** includes your email address (work or personal as per your disclosure to the third party), telephone number(s)
- (iii) **Technical Data** includes internet protocol (IP) address
- (iv) **Employment Data** includes job title

It is important that the data we hold about you is accurate and up to date. Please keep us informed of any changes to your personal data for example change of contact details, etc. by using any of the means of contact detailed in Section 2 above.

5. How We Use Your Personal Data

We use your personal data for the following purposes/activities:

Purpose/Activity	Type of Data	Lawful basis of processing under applicable Data Protection Laws
For internal administration such as:	<ul style="list-style-type: none">● Identity data● Contact data	Necessary to Enter into or Perform a Contract

<ul style="list-style-type: none"> • Verification of information • human resources management • financial management • operations management • marketing and sales management • information technology management 		Legitimate Interest
Provide access to our products and/or services	<ul style="list-style-type: none"> • Identity data • Contact data 	Necessary to Enter into or Perform a Contract
To communicate with you regarding your use of our services and Platform, and, to update you on any changes in our terms and the Privacy Policy,	<ul style="list-style-type: none"> • Identity data • Contact data 	Necessary to Enter into or Perform a Contract Legitimate Interest
Monitor, maintain, troubleshoot and/or improve our website, products and services and any associated features, including evaluation or devising new features	<ul style="list-style-type: none"> • Identity data • Contact data • Technical data 	Necessary to Enter into or Perform a Contract Legitimate Interest
Detect and prevent any potentially illegal, undesirable or abusive activity	<ul style="list-style-type: none"> • Identity data • Contact data • Technical data 	Necessary to Enter into or Perform a Contract Legitimate Interest
Analyse and measure behaviour and trends & conduct statistical analysis	<ul style="list-style-type: none"> • Contact data • Technical data • Engagement data 	Legitimate Interest
Maintain the quality, effectiveness and standard of our website, products and services	<ul style="list-style-type: none"> • Identity data • Contact data • Engagement data 	Necessary to Enter into or Perform a Contract
Market research such as: <ul style="list-style-type: none"> • collecting and analyzing information about a market, including its size, trends, competition, and 	<ul style="list-style-type: none"> • Identity data • Contact data • Engagement data • Employment data 	Consent Legitimate Interest



<p>customer needs and preferences</p> <ul style="list-style-type: none">• gain insights that can help a business make informed decisions about product development, pricing, promotion, and distribution strategies <p>Lead generation such as:</p> <ul style="list-style-type: none">• gathering information about potential customers, such as their contact information and their needs and interests• using that information to target marketing efforts and sales outreach		
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If you are resident in the EEA, you may object to the processing of your personal data at any time where we are processing your personal data based on our legitimate interests. We need certain personal data from you to be able to provide services to you. Please refer to the attached EU Addendum to refer to your rights.

6. Sharing Your Personal Data

When necessary, we share your personal data with:

- (i) our group companies and/or affiliates;
- (ii) tax, government, and any relevant regulatory authorities;
- (iii) prosecuting authorities and courts, and/or other relevant third parties connected with legal proceedings or claims;
- (iv) law enforcement agencies; and/or
- (v) third parties where we are required to do so by law.

7. Security

We use a variety of security technologies and procedures to help protect your Personal Data from unauthorized access, use or disclosure. We secure the Personal Data you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. All Personal Data is protected using appropriate physical, technical and organizational measures. Further information on this may be provided on request for the purposes of performance of a contract.

8. International Data Transfers

Your personal data may be transferred internationally to our third-party service providers and affiliates for the purpose of providing our Services and to fulfil Our legitimate business purposes. We require



everyone we work with to keep your personal data confidential and secure under express written contracts with all necessary compliances under the Data Protection Laws duly flowed down to them.

9. Retaining Your Personal Data

We retain your personal data for as long as it is required by us for the

- (i) purposes described above,
- (ii) to meet our legal or regulatory obligations, and
- (iii) for the exercise and/or defence of any legal claims

10. Profiling

We collect data from third-parties to build user profiles. We ensure that suitable protection is maintained at all times by ensuring that appropriate safeguards are in place.

11. Automated Decision-Making

We do not use any automated processes to make decisions about you that produce legal or significant effects concerning you.

EU Addendum

This addendum is a part of this Privacy Notice and is applicable to you if you are in the EEA.

Your Data Subject Rights and How to Exercise Them

If you are resident in the European Union or the European Economic Area, then the General Data Protection Regulation (GDPR) is applicable to the data we collect from you and you can contact us or our EU representative in order to exercise your rights relating to the personal data we hold about you. The contact details can be found in the Contact Us section of this notice. However, they may be subject to various exceptions and limitations.

Your rights:

- a. **Right to access** (commonly known as a “data subject access request”): You have the right to request
 - (i) copies of the information we hold about you at any time, or
 - (ii) that we modify, update or delete such information.
- b. **Request correction of personal data:** If you believe that we hold inaccurate or incomplete personal data, you have the right to request us to rectify or complete your personal data.
- c. **Request erasure of your personal data:** You may ask us to delete or remove personal data where there is no good reason for us to continue to process it. Please note, however, that we may not always be able to comply with your request for erasure for specific legal reasons.



- d. **Request restriction of processing of your personal data:** You may ask us to stop processing your personal data. We will still hold the data but will not process it any further.
- e. **Right to Data Portability:** You may request your personal data be transferred to another controller or processor, provided in a commonly used and machine-readable format. This right is only available if the original processing was on the basis of consent, if the processing is by automated means, and if the processing is based on the fulfilment of a contractual obligation.
- f. **Right to object:** You have the right to object to our processing of your personal data where:
 - (i) processing is based on legitimate interest
 - (ii) processing is for the purpose of direct marketing
- g. **Right to Withdraw Consent:** You may withdraw consent at any time if we are relying on your consent to process your personal data. This won't affect any processing already carried out before you withdraw your consent or processing under other grounds.

Making a Data Protection Complaint

If you have any concerns about the use of your personal data or the way we handle your requests relating to your rights, you can raise a complaint directly with us by using the contact details provided in this notice. If you are not satisfied with the way a complaint you make in relation to your Data is handled by us, you may be able to refer your complaint to the supervisory authority in the member state where you reside. Please note when you request to exercise any of your rights, we may request specific information from you to help us confirm your identity and keep your personal data protected.
