

PRIVACY NOTICE

1 GENERAL

- 1.1** This website is operated by Evocon OÜ (“**we**” or “**us**”) that provides overall equipment effectiveness services (“**Service**”). We recognize the importance of your privacy and are committed to protecting your personal data.
- 1.2** This privacy notice (“**Notice**”) explains the principles on how we collect and use personal data when you visit the website <https://evocon.com/> („**Website**“), contact us through the Website or other communication channels, the legal entity you work for or represent wants to conclude or has concluded a contract with us, submit to and participate in our partner program, take part in calls and/or webinars, request for a demo or a free trial or take any other actions, which entail us receiving and processing your personal data.
- 1.3** We process your personal data as described in this Notice and in accordance with applicable legislation, including the European Union's General Data Protection Regulation (2016/679) (“**GDPR**”) and the national data protection laws of the Republic of Estonia, as applicable towards the controller stated in Section 2 of this Notice.
- 1.4** Please note that this Notice does not apply regarding the data which we process due to the provision of the Service. As we act as a data processor, the processing of such data is governed by the data processing agreement concluded with our client, a data controller. The data controller is responsible for such data processing and is obliged to provide you information about such data processing.
- 1.5** In case you disclose any personal data regarding any third person(s) (e.g., your employee, management board member, co-worker, etc.) to us, you are obligated to refer them to this Notice.
- 1.6** We use an AI assistant on our Website (the “**AI Assistant**”) to respond to enquiries from prospective customers and to facilitate follow-ups by our sales team. The AI Assistant is powered by Anthropic's Claude model, hosted by us on Amazon Web Services (AWS) Bedrock. Conversations with the AI Assistant are processed within our AWS infrastructure; the model provider (Anthropic) does not access or receive your conversations, and your inputs are not used to train any AI model. When you interact with the AI Assistant, you will be informed that you are communicating with an AI system, and a human follow-up will be provided where requested.

2 CONTROLLER

- 2.1** For the personal data processing purposes brought out in Section 4 of this Notice, the controller of your personal data is:

Evocon OÜ

Registry code: 12977378

Address: Kompanii tn 2, 51007 Tartu, Estonia

E-mail: info@evocon.com

- 2.2** In case of personal data protection-related inquiries, please contact us by writing to: privacy@evocon.com.

3 CATEGORIES AND SOURCES OF PERSONAL DATA

- 3.1** Personal data is information that can be used to directly or indirectly uniquely identify you as a private individual (“**Personal Data**”). The source of the collected Personal Data depends on

how you interact with us. We may obtain and process the following categories of Personal Data:

3.1.1 Main data: name, e-mail address, phone number, legal entity's name ("**Main Data**").

Source: Personal Data you directly provide to us or is provided to us by the legal entity you work for or represent.

3.1.2 For concluding and managing contractual relationships with the legal entity you work for or represent, we may process the following Personal Data: Main Data, legal entity's name, registry code and your position ("**Contract Data**").

Source: Personal Data you provide to us, is provided to us by the legal entity you work for or represent or is provided to us by our partner.

3.1.3 If you submit to and participate in our partner program, we may process the following Personal Data: Main Data, country, website of the company, description of your vision for our co-operation, any other details disclosed by you ("**Partner Data**").

Source: Personal Data you provide to us or we collect during the partnership.

3.1.4 If you interact with us e.g., via e-mail or participate in calls, webinars or events we organise, we may process the following Personal Data: Main Data, Contract Data, your messages and input, including insights and feedback about our Service ("**Communication Data**").

When you interact with our AI Assistant on our Website, the content of your conversation is processed only to generate a response and is not retained beyond the session, unless you request a follow-up from our sales team. When you request a follow-up, we additionally collect and retain your e-mail address, country and industry, which are stored as Communication Data in our CRM.

Source: Personal Data you provide to us or we collect during the communication.

3.1.5 Marketing data: Main Data, legal entity and your position. Additionally, we may supplement the Personal Data that you have provided to us directly with information that has been obtained from publicly available resources (i.e. LinkedIn, e-mail search, country specific commercial registrars) ("**Marketing Data**").

Source: Personal Data you provide to us or we collect from publicly available resources.

3.1.6 When you use the Service, we may process the following data, which may include your Personal Data: user ID, user role, action made in product, attributes to that action, error logs ("**Usage Data**").

Source: While you are using the Service, the product infrastructure itself generates or automatically collects the Usage Data.

3.1.7 Upon visiting the Website, our server may process the following data: IP address, access-provider, referring and exit URL, date, time, access tokens, session key, browser type and version, operating system, your navigation on the Website, amount and state of transferred data ("**Technical Data**").

Source: While you are browsing through the Website, the Website itself generates or collects the Technical Data from your device automatically.

3.1.8 Cookie data. We implement cookies on the Website, for optimising the Website and its functionalities. The cookies may collect your Personal Data. For further information on the purposes and functions of the cookies, please see our [cookie notice](#).

- 3.2** If you do not provide the required information, we may not be able to contact you, provide our Services or fulfil any other purposes provided in Section 4 of this Notice.

4 LEGAL BASIS AND PURPOSES FOR PROCESSING PERSONAL DATA

- 4.1** The legal basis for processing your Personal Data depends on the objective and context in which we collect the Personal Data. The following depicts a descriptive list of processing purposes that are linked to the specific data categories and legal basis for processing:

Processing purpose	Legal basis for the processing purpose	Personal Data used for the processing purpose
Handling pre-contractual negotiations and communications, including providing information on the Service, providing a demo and concluding the contract	Our legitimate interest in taking and implementing pre-contractual measures of the potential contract to be concluded between the legal entity you represent or work for and us	Main Data Contract Data Partner Data Communication Data
Performing the contract and managing contractual relationship, including but not limited to providing the Service (including a free trial), managing account, monitoring the fulfilment of the contract	Our legitimate interest in performing the contract concluded between the legal entity you represent or work for and us	Main Data Contract Data Partner Data Communication Data
Responding to enquiries and requests, including but not limited to providing information about our Service and its updates	Our legitimate interest in taking and implementing pre-contractual measures of the potential contract to be concluded between the legal entity you represent or work for and us Our legitimate interest in performing the contract concluded between the legal entity you work for or represent and us	Main Data Contractual Data Communication Data
Responding to enquiries and requests, including submissions regarding partnership and receiving a demo	Our legitimate interest in ensuring effective relationship management with potential clients, partners and interested parties Our legitimate interest in taking and implementing the pre-contractual measures of a contract or performing the contract concluded between the legal entity and us	Main Data Communication Data Partner Data (if relevant)
Operating an AI Assistant on our Website to respond to enquiries from prospective customers, route follow-ups to our sales team	Our legitimate interest in efficient pre-contractual communication with potential clients and effective relationship management	Main Data Communication Data
Analysing the use of our Service and gathering insights and feedback from users in order to improve,	Our legitimate interest in understanding the suitability of the Service, improving, upgrading and enhancing the Service and deploying new features and	Main Data Communication Data

upgrade and enhance the Service	functionalities according to the feedback received	Usage Data
Recording video calls with users for gathering insights and feedback to improve, upgrade and enhance the Service	Consent	Communication Data video recordings of video calls
Recording webinars to make the webinar accessible for participants, including participants who could not join, and create educational content for future use	Our legitimate interest in providing the webinar for all interested parties to enhance knowledge dissemination, develop educational resources and extend the value of the webinar	Communication Data video recordings of webinars
Gathering information from publicly available resources and registrars for creating client segments and for the purposes of customising the information we provide about our business	Our legitimate interest in promoting our business activities and ensuring effective relations management with potential clients, partners and interested parties	Marketing Data
Promoting the Service, including identifying client needs and suggesting solutions, taking steps to establish a business relationship	Our legitimate interest in promoting the Service, including establishing a business relationship	Main Data Communication Data Marketing Data
Sending newsletters and other marketing information regarding our Services via email	Consent given upon subscribing to our newsletter If we have been in contact regarding Evocon's services, our legitimate interest in promoting our similar services	Marketing Data
Administering given and withdrawn consents	Our legitimate interest in ensuring valid legal basis for processing and recording given and withdrawn consents	Main Data given and withdrawn consents
Measuring the effectiveness of marketing tools	Our legitimate interest in improving the efficiency of marketing tools	Marketing Data
Making available the basic functions of the Website and administering the Website, including gathering information about website visitor's navigation on the Website	Our legitimate interest in providing the Website and understanding use patterns of the Website to be able to improve the Website and enhance the user experience	Technical Data
Diagnosing and repairing problems with the Website	Our legitimate interest in providing data security and preventing fraudulent actions related to the Website, ensuring the functioning of the Website	
Storing information containing Personal Data in our backup systems	Our legitimate interest in ensuring the continuity and security of data processing operations	All data categories

Complying with legal or regulatory obligations or requests	Performance of legal obligations	All data categories (as necessary)
Establishing, exercising, or defending legal claims, whether in court proceedings or in an administrative or out-of-court procedure in relation to our, our users' or employees' rights	Our legitimate interest in managing legal claims and/or facilitating effective establishment, exercise, or defence of legal claims	All data categories (as necessary)
Arranging the sale or merger of our company and providing information for conducting the legal or other audit and the data exchange thereof	Our legitimate interest in facilitating proper due diligence process and business continuity by ensuring a successful merger, acquisition or restructuring of the company	All data categories (as necessary)

- 4.2** We may process your Personal Data for other purposes, provided that we disclose the purposes and use to you at the relevant time, and that you either consent to the proposed use of the Personal Data, other legal grounds exist for the new processing purposes, or the new purpose is compatible with the original purpose brought out above.

5 RECIPIENTS OF PERSONAL DATA AND DATA TRANSFERS

- 5.1** We may disclose your Personal Data to separate controllers, who themselves determine the purposes of the processing of Personal Data or processors, who process your Personal Data on our behalf. These data recipients belong to the following categories:

Category	Purpose and legal basis of disclosure
Public sector authorities, supervisory and law enforcement authorities	To fulfil our statutory obligation, a court order, to establish, exercise or defend our legal rights or in other cases where this is necessary to prevent and deter unlawful acts. For example: Estonian Police and Border Guard Board, Estonian Data Protection Inspectorate. The legal basis is performance of our legal obligations or our legitimate interest in facilitating effective establishment, exercise, or defence of legal claims.
Professional advisors	To ensure our proper economic activity and to establish, exercise or defend our legal rights. For example: auditors, legal advisors. The legal basis is our legitimate interest in ensuring or proper economic activity, seeking legal advice and managing legal claims, facilitating effective establishment, exercise, or defence of legal claims.
Service providers	To assist us in facilitating sales, administering interactions with clients, conducting marketing, providing the Service, including operating the Website and operating the AI Assistant on our Website. For example: IT service providers (including cloud infrastructure providers hosting our AI Assistant), analytics and marketing software services providers, customer relationship management and sales software services providers. The legal basis is our legitimate interest in taking and implementing pre-contractual measures and performing the contract concluded between the legal entity and us, providing the Website, operating our business and ensuring our proper economic activity.

Our legal successors and/or potential acquirers of the company	If necessary and required for successful transfer of our business or for the purposes of merger and/or acquisition, Personal Data may be disclosed to the specified acquirers or legal successors and their representatives and/or financial and legal advisors. The legal basis is our legitimate interest in facilitating proper due diligence process and business continuity by ensuring a successful merger, acquisition or restructuring of the company.
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- 5.2** For service providers located outside the European Union or the European Economic Area (“EU/EEA”), we use safeguards (e.g., standard contractual clauses approved by the European Commission) to ensure that a level of protection of Personal Data comparable to that applicable in the EU/EEA is applied to your Personal Data. Upon your request we will make available further information on the safeguards applied.

Personal data processed through our AI sales assistant is hosted and processed within the EU/EEA and is not transferred outside.

6 PERSONAL DATA RETENTION PERIOD

- 6.1** We retain your Personal Data as long as reasonably necessary to attain the objectives stated in Section 4 of this Notice, or until the legal obligation stipulates that we do so. To determine the appropriate retention period for Personal Data, we consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorised use or disclosure of your Personal Data, the processing purposes and whether we can achieve these purposes through other means, and applicable statutory obligations. Whilst retaining the Personal Data, we take into account the need to resolve disputes and enforce the contract between us or anonymize your Personal Data and retain this anonymized information indefinitely.
- 6.1.1** Main Data and Contract Data relating to transactions will be stored for seven years from the beginning of the year following the financial year when the relevant Personal Data were collected.
- 6.1.2** Your demo account (product tour) and related Personal Data shall be deleted after 60 days as of the creation of the account.
- 6.1.3** In case the legal basis for processing your Personal Data is consent and you decide to withdraw the consent, we will stop processing Personal Data for the previously communicated purpose, however, we will retain a note regarding your withdrawal for the purposes of administering your decision and our data processing activities at least for a period of 3 years.
- 6.1.4** Conversations with the AI Assistant and any contact details you provide through it are retained as Communication Data in our CRM together with other lead and contact data. Retention follows the same logic as Main Data and Contract Data described above (typically up to seven years from the end of the relevant commercial relationship or last interaction, in line with statutory retention requirements), after which the data is deleted or anonymized.
- 6.2** Following the retention period or if we no longer need the respective Personal Data for the purposes specified in Section 4 of the Notice, we shall destroy the respective Personal Data within a reasonable time, unless the retention of Personal Data is required to perform duties or fulfil requirements arising from the legislation or to protect against ongoing or threatened disputes.

7 YOUR RIGHTS AS A DATA SUBJECT

- 7.1** We have a legal obligation to ensure that your Personal Data is kept accurate and up to date. We kindly ask you to assist us to comply with this obligation by ensuring that you inform us of any changes that have to be made to any of your Personal Data that we are processing.
- 7.2** You may, at any time, exercise the following rights with respect to our processing of your Personal Data:
- 7.2.1 Right to access:** you have the right to request access to any data that can be considered your Personal Data. This includes the right to be informed on whether we process your Personal Data, what Personal Data categories are being processed by us, and the purpose of our data processing;
 - 7.2.2 Right to rectification:** you have the right to request that we correct any of your Personal Data if you believe that we are processing inaccurate or incomplete Personal Data;
 - 7.2.3 Right to object:** you are entitled to object to certain processing of Personal Data, including for example, the processing of your Personal Data for marketing purposes or when we otherwise base our processing of your Personal Data on our legitimate interest;
 - 7.2.4 Right to restrict Personal Data processing:** you have the right to request that we restrict the processing of your Personal Data if: (i) you wish to dispute the accuracy of certain Personal Data we are processing, such right applies until we have had the opportunity to satisfy ourselves of the accuracy of the Personal Data; (ii) we have been processing your Personal Data unlawfully, but you only request the restriction of the use of the Personal Data in question instead of its deletion; (iii) we no longer need the Personal Data for the original purposes of processing, but you still need such Personal Data to assert, exercise or defend against legal claims; (iv) you have objected to our processing of certain of items of your Personal Data until a determination is made whether or not your concerns are outweighed by our legitimate interests in processing your Personal Data;
 - 7.2.5 Right to erasure:** you may request your Personal Data to be erased if the Personal Data is no longer necessary for the purposes for which it was collected, or if you consider that the processing is unlawful, or if you consider that the Personal Data has to be erased to enable us to comply with a legal requirement;
 - 7.2.6 Right to data portability:** if your Personal Data is being automatically processed with your consent or on the basis of a mutual contractual relationship, you may request that we provide you that Personal Data in a structured, commonly used and machine-readable format. Moreover, you may request that the Personal Data is transmitted to another controller. Bear in mind that the latter can only be done if that is technically feasible;
 - 7.2.7 Right to withdraw your consent:** in cases where the processing is based on your consent, you have the right to withdraw your consent to such processing at any time. The withdrawal of your consent does not affect the lawfulness of the processing of Personal Data prior to the withdrawal;
 - 7.2.8 Right to contact the supervisory authority:** if you are not satisfied with our response to your request in relation to Personal Data processing or you believe we are processing your Personal Data not in accordance with the law, you can submit your claim to the Estonian Data Protection Inspectorate (in Estonian *Andmekaitse Inspektsioon*) at info@aki.ee (<https://www.aki.ee/>).
- 7.3** To exercise the above rights, please contact us as specified in Section 2 of this Notice. Please note that you should supply us with adequate information for us to respond to your requests

concerning the rights listed in Section 7.2. Prior answering your request we may ask you to provide additional information for the purposes of authenticating you and evaluating your request.

8 LINKS TO OTHER WEBSITES

- 8.1** Where we provide links to websites of third parties, this Notice does not apply to data processing conducted by such third parties. The content and links displayed on such websites are outside of our control, and we are not responsible for the practices of websites linked from our own Website (or linking to our Website). To find out more about how third parties process your Personal Data, please refer to the respective privacy notices of the other websites you visit.

9 AMENDMENTS TO THIS NOTICE

- 9.1** This Notice may be amended or modified from time to time to reflect changes in the way we process Personal Data and, in such case, the most recent version of the Notice will appear on this page. Please check back periodically, and especially before you provide any new personally identifiable information.