



deepalert

ALWAYS LOOKING OUT FOR YOU

Version 1.0.1

DeepAlert Privacy Policy

This privacy policy will explain how our organisation uses the personal data we collect from you when you use our website or our DeepAlert system.

By using our website or the DeepAlert system you are giving express consent to the collection, storage and use of your personal information as described in this privacy policy.

Topics:

- What data we collect, how we collect it and for what reasons?
- Where do we store your data?
- For how long do we store your data?
- What are your data protection rights?
- What are cookies?
- How do we use cookies?
- What types of cookies do we use?
- How to manage your cookies
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us
- How to contact the appropriate authorities

What data we collect, how we collect it and for what reasons?

- Personal Identification Information (for example first name, surname, email address, phone number) supplied by you for account registration in order for us to provide you access to the DeepAlert services.
- We also log information of user activity on our system for audit and fault finding purposes.
- Contact information (for example email addresses) supplied by you in order for us to provide opt-in marketing and opt-in system status information to you.
- Company Information for billing and contractual purposes such as physical addresses, VAT numbers and billing contacts.
- Images from cameras for people making use of the DeepAlert service, some of which may contain views where a person may be individually identifiable, depending on how the client has configured their cameras. This is in order to provide the DeepAlert video analytics, alerting and historical search service.
- Job applicant information from those interested in joining us in order for us to perform recruitment functions.
- Usage information on our website which may involve the use of cookies.

Where do we store your data?

DeepAlert securely stores your data at data centres in Finland, Germany and the Netherlands. In Finland we run servers at Hetzner Online: <https://www.hetzner.com/unternehmen/rechenzentrum>. In Germany we are hosted at OVH (<https://ovhcloud.com/en>) and in the Netherlands (we make use of wasabi.com for some data storage:

<https://wasabi-support.zendesk.com/hc/en-us/articles/115001684651-Where-is-my-data-stored-and-how-are-Wasabi-s-data-centers-secured->.

For how long do we store your data?

- For Personal Identification Information relating to DeepAlert system access, we retain the data for up to 2 years following the deletion of the account or as long as is required for statutory retention period purposes.
- We retain opt-in marketing and system status email notifications until you opt out.
- We retain contact information for billing and contractual purposes for statutory retention periods.
- We retain images and video clips from cameras for a period of 3 months in general, for client historical access.
- However, if the images are processed further as part of training datasets for our machine learning models, we retain them indefinitely.
- These images retained for training are only utilised internally within DeepAlert.
- We retain job applicant information for 2 years.
- We retain website usage data for up to 2 years.

What are your data protection rights?

DeepAlert would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

- **The right to access** - You have the right to request DeepAlert for copies of your personal data. We may charge you a small fee for this service.
The right to rectification - You have the right to request that DeepAlert correct any information you believe is inaccurate. You also have the right to request DeepAlert to complete information you believe is incomplete.
- **The right to erasure** - You have the right to request that DeepAlert erase your personal data, under certain conditions as per <https://gdpr.eu/right-to-be-forgotten>.
- **The right to restrict processing** - You have the right to request that DeepAlert restrict the processing of your personal data as per <https://gdpr.eu/article-18-right-to-restriction-of-processing/>
- **The right to object to processing** - You have the right to object to DeepAlert's processing of your personal data as per <https://gdpr.eu/recital-69-right-to-object/>
- **The right to data portability** - You have the right to request that DeepAlert transfer the data that we have collected to another organisation, or directly to you as per <https://gdpr.eu/article-20-right-to-data-portability/>

If you make a request, we will respond to you within a reasonable time, in a reasonable manner and in a format that is generally understandable. If you would like to exercise any of these rights, please contact us at: support@deepalert.ai or phone: +27 21 201 7111

What are cookies?

Cookies are text files placed on your computer to collect standard Internet log information and visitor behaviour information. When you visit our websites, we may collect information from you automatically through cookies or similar technology.

For further information , visit [all aboutcookies.org](https://www.allaboutcookies.org).

How do we use cookies?

DeepAlert uses cookies in a range of ways to improve your experience on our website , including:

- Keeping you signed in
- Understanding how you use our website

What types of cookies do we use?

There are a number of different types of cookies, however, our website uses:

- Functionality - DeepAlert uses these cookies so that we recognize you on our website and remember your previously selected preferences. These could include what language you prefer and location you are in. A mix of first-party and third-party cookies are used.
- Advertising - DeepAlert uses these cookies to collect information about your visit to our website, the content you viewed, the links you followed and information about your browser, device and IP address. DeepAlert sometimes shares some limited aspects of this data with third parties for advertising purposes. We may also share online data collected through cookies with our advertising partners. This means that when you visit another website, you may be shown advertising based on your browsing patterns on our website.

How to manage cookies

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

Privacy policies of other websites

The DeepAlert website contains links to other websites. Our privacy policy applies only to our website, so if you open a link to another website, you should read their privacy policy.

Changes to our privacy policy

DeepAlert keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 20 June 2022.

How to contact us

If you have any questions about DeepAlert's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us:

Email us at: support@deepalert.ai

Call us: +27 21 201 7111

How to contact the appropriate authority

Should you wish to report a complaint or if you feel that DeepAlert has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF
Telephone: 0303 123 1113
Fax: 01625 524510