



A. Imprint

This website is a service of HiQ Connect managed by Alcedo Ventures Pte. Ltd.

Data Protection Officer:

ALCEDO VENTURES PTE. LTD.
47 KALLANG PUDDING ROAD #05-03
THE CRESCENT @ KALLANG, 349318 SINGAPORE

Phone: +36 20 223 8445
Email: info@hiq-connect.com

B. Information for all users

I. General

We take the protection of your personal data very seriously. We protect your privacy and your private data. We collect, process and use personal data in accordance with the content of this privacy policy and the applicable data protection laws.

In principle, you can use the information we provide on this website without providing any personal data. In some cases, we require personal information from you, for example, when you send us an e-mail inquiry. This includes name, company, address, e-mail address and contact data. We only collect this information if you provide it yourself, for example by entering it in our online form for e-mail contact.

We would like to point out that data transmission over the Internet (e.g. communication by e-mail) can be subject to security gaps. A complete protection of the data against access by third parties is not possible.

II. Data Controller and data protection officer

1. Name and address of the data controller

The data controller of this website is:

2. Name and address of the Data Protection Officer

If you have any questions regarding the collection, processing or use of your personal data, please contact our data protection officer, whom you can contact as follows:

ALCEDO VENTURES PTE. LTD.
47 KALLANG PUDDING ROAD #05-03
THE CRESCENT @ KALLANG, 349318 SINGAPORE

Email: info@imagoventurestudio.com



III. Data process on our website

1. Cookies

Our website uses cookies. As soon as you visit our website, we will give you the opportunity to choose between different cookie settings. Unless the cookies are necessary for the operation of the website, the cookies will only be set after you have given your consent / selection.

Cookies are text files that are stored on the user's computer system in the Internet browser or by the Internet browser. When a user visits a website, a cookie can be stored on the user's operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again.

Most of the cookies we use are so-called "session cookies". They are automatically deleted at the end of your visit. Other cookies remain stored on your terminal until you delete them. These cookies enable us to recognize your browser during your next visit.

The statistics cookies are used for the purpose of improving the quality of our website and its contents. The analysis cookies tell us how the website is used and enable us to constantly optimise our services.

2. Server log files

The provider of the pages automatically collects and stores information in so called server log files, which your browser automatically transmits to us. These are:

- browser type and browser version
- used operating system
- referrer URL
- hostname of the accessing computer
- time of the server request
- IP address

3. Contact form

If you send us enquiries via the contact form, your details from the enquiry form including the contact data you provided there will be stored by us for the purposes of processing the enquiry, and in some instances, for establishment of contact to better understand how to best assist you.

The processing of the data entered in the contact form takes place exclusively on the basis of your consent. You can revoke this consent at any time. For this purpose, an informal e-mail notification to us is sufficient. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.



The data entered by you in the contact form will remain with us until you request deletion, revoke your consent to storage or for as long as you still interact with imago venture studio (through website visits, email interactions, form submissions, event registration etc.). Your personal data from the above contact form will continue to remain with imago venture studio till the day you become inactive for more than 2 years.

4. Newsletter

If you wish to receive the newsletter offered on the website, we require an e-mail address from you as well as the information in the subscription form. We use these data for the dispatch of the requested information and in some instances, for establishment of contact to better understand how to best assist you.

The processing of the data entered in the newsletter registration form takes place exclusively on the basis of your consent. You can revoke your consent to the storage of data at any time, for example via the “Unsubscribe” link in the newsletter. The legality of the data processing operations that have already taken place remains unaffected by the revocation.

The data you have sent to us for the purpose of subscribing to the newsletter will be stored by us until you unsubscribe from the newsletter and deleted after you cancel the newsletter. This does not affect data stored by us for other purposes.

5. Gated content guide books or reports

If you wish to download business guides, research or industry reports offered on the website, we require an e-mail address from you as well as the information in the content download form.

The processing of the data entered in the download form takes place exclusively on the basis of your consent. You can revoke this consent at any time. For this purpose, an informal e-mail notification to us is sufficient. The legality of the data processing operations carried out until the revocation remains unaffected by the revocation.

The data entered by you in the download form will remain with us until you request deletion, revoke your consent to storage or for as long as you still interact with imago venture studio (through website visits, email interactions, form submissions, event registration etc.). Your personal data from the above form will continue to remain with imago venture studio till the day you become inactive for more than 2 years.

IV. Third Parties Recipients

Personal Data may be transferred, on a case by case basis, to designated service providers or business partners for processing, if an application is submitted as described in sections 3 to 10.



V. Your rights

1. Revocation of your consent to data processing

Many data processing operations are only possible with your express consent. You can revoke a previously given consent at any time. For this purpose, an informal notification by e-mail to us is sufficient.

2. Information, blocking, deletion

Within the framework of the applicable legal provisions, you have the right to obtain information free of charge at any time about your stored personal data, its origin and recipients and the purpose of the data processing and, if applicable, a right to correct, block or delete this data. You can contact us at any time at the address given in the imprint for this purpose and for further questions about personal data.

3. Right to data transferability

You have the right to have data, which we process automatically, on the basis of your consent or in fulfilment of a contract, handed over to you or to another responsible person in a common, machine-readable format. If you request the direct transfer of the data to another responsible person, this will only be done as far as it is technically feasible.

4. Right to object

If we have a legitimate interest in processing data, you have the right at any time to object to the processing of personal data concerning you for reasons arising from your particular situation; this also applies to profiling.

VI. Changes to the privacy policy

We reserve the right to adapt this privacy policy at any time with effect for the future so that it always corresponds to the current legal requirements or in order to implement changes to our services in the privacy policy, e.g. with the introduction of new services. Please therefore look at the privacy policy again the next time you visit us.

C. Information explicitly for users from the European Union (EU) and the European Economic Area (EEA)

Your privacy is important to us. Imago venture studio ("imago", "we" or "us") has developed this addition to the Privacy Policy to provide additional information about how we handle personal information that is subject to the GDPR when we are the controller of that information. In the following explanations, we use the term "GDPR"



to include the EU General Data Protection Regulation, as well as associated national laws.

I. Data we process when visiting the website

Imago Websites collect and process users' personal information when such information is strictly necessary for the operation of imago Websites, or when the user has previously consented to the collection and processing of such information.

II. Personal information we collect:

IP address of the user

The user's operating system

Information about the browser type and the version used

The Internet Service Provider of the user

hostname of the accessing computer

browser type and browser version

Timestamp

Date and time of registration

Date and time of access

time of the server request

Entered search terms

Frequency of page views

Side activities

Use of website functions

Language settings

Log-in information

referrer URL

The last website from which the user's system reaches our website is

Websites accessed by the User's system through our Website

demographic data

geolocation data



III. How we collect your personal information:

Imago collects personal information in different ways, e.g., by providing services to the user as well as using services provided by third parties.

a) Cookies, log files and other technologies

We may use cookies, log files and other technologies which process personal information and data to make our website more user-friendly. Some elements of our website require that the calling browser can be identified even after a page change. Additionally, we may use cookies on our website, which enable us to analyse the surfing behaviour of our users to enhance the performance of imago websites.

Moreover, cookies and other technologies provided by third parties are implemented in imago venture studio websites and are processing data on behalf of service providers or as business partners.

If not strictly necessary for imago websites to run, cookies will only process personal information after consent is given by the website's user.

You can change your cookie settings any time in the cookie consent tool, where detailed information about each cookie, its function and the responsible service provider is stated.

Cookies are stored on the user's computer and transmitted to our site by the user. Therefore, as a user, you have full control over the use of cookies. By changing the settings in your Internet browser, you can deactivate or restrict the processing of cookies. Cookies that have already been saved can be deleted at any time. This can also be done automatically. If cookies are deactivated for our website, it is possible that not all functions of the website can be used to their full extent.

b) Newsletter

By subscribing for the imago Newsletter the information from the input mask will be processed by us.

c) Contact forms

Contact forms which can be used for electronic contact (e-mail) to download imago reports and other publications.

When using contact forms the data from the input mask will be processed by us.

IV. We use these services which process personal information

Data processing of the following services can be individually set in our consent manager, unless they are functionally necessary to run the website:



V. Legal basis for data processing

The purpose of using technically necessary cookies is to deliver the use of websites for users. Some functions of our website cannot be offered without the use of cookies. For these it is necessary that the browser is recognized also after a page change. Such are temporary (session) storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. Log files are stored to ensure the functionality of the website.

The legal basis for further processing of personal information by imago or its service providers is the users consent according to Art. 6 (1) lit. a GDPR.

Processing of personal information will only occur with the website or service user's consent. Therefore, the cookie consent tool (link) is established and imago website usage is available after the user decides about consent to data processing by imago venture studio.

If a user makes use of contact forms, the data entered in the input mask will be transmitted to us and the service provider. Your consent according to Art. 6 (1) lit. a GDPR. will be obtained for the processing of the data as a part of the sending process and reference will be made to this privacy policy.

If a user registers for imago Newsletter consent will be obtained for the processing of personal information during the registration process and reference will be made to this privacy policy.

VI. Purpose of data process

Personal information is used by imago and its service providers for different purposes but is only used to the extent of users given consent.

Therefore, personal information might according to Your given consent be used:

a) to provide and improve imago services:

- subscribing to and providing imago newsletter
- to download business guides, research, or industry reports
- delivery of the website to the user's computer
- improving the quality of our website and its contents
- optimize imago services
- enhance website experiences

b) Measuring and analyse imago services and customer behaviour:

- measure conversions
- measure turnover rates
- create lookalike audiences
- analyse advertisements
- create advertisement audiences
- create profiles.



c) Other Purposes:

- increase the conversion rate of prospects into customers
- increase the turnover of a website operator

VII. Retention of personal information

In general, we will retain relevant personal information of Site visitors for at least two years from the date of our last interaction with you and in compliance with our obligations under applicable laws, or for longer if we are required to do so according to our regulatory obligations or professional indemnity obligations, or where we believe necessary to establish, defend, or protect our legal rights and interests or those of others.

VIII. Recipients

Other Third Parties

Personal Data may be transferred to designated third parties, on a case by case basis, if an application is submitted as described in section III c) and previous user consent was obtained.

Other personal information than processed as described in section III c) may be transferred to and processed by third parties if previous user consent was obtained.

IX. Rights

If personal data is processed, you are the data subject within the meaning of the GDPR and you are entitled to the following rights against the controller:

the right of transparent Information
Article 15 GDPR,

the right of info where data collected
Article 13 GDPR

Where personal data have not been obtained from the data subject Article 14
GDPR

the right to rectification
Article 16 GDPR,

the right to erasure
Article 17 GDPR,

the right to restriction of processing
Article 18 GDPR,

the right to object
Article 21 GDPR
and



the right to data portability
Article 20 GDPR.

The right of access and the right to erasure may be subject to restrictions that may exist in accordance with national laws.

The data subject has the right to not be subject to a decision based solely on automated processing according to Article 22 GDPR.

You can withdraw your consent to the processing of personal data at any time.

This also applies to the revocation of declarations of consent given to us before the EU General Data Protection Regulation came into force, i.e. before 25 May 2018. Please note that the revocation is only effective for the future. Processing that took place before the revocation is not affected.

Without prejudice to any other administrative or judicial remedy, you have the right to appeal to a supervisory authority, in particular in the Member State of your residence, place of work or alleged infringement, if you consider that the processing of your personal data is in breach of the GDPR. Addresses and contact information for national data protection authorities are listed [here](#).

The supervisory authority to which the complaint was submitted informs the complainant of the status and results of the complaint, including the possibility of a judicial remedy pursuant to Art. 78 GDPR.

X. International Data Transfers

User Data may be transferred or processed in countries other than the country in which you are resident (EU/EEA).

Users should be aware that these countries may have data protection and privacy laws that are different to the laws of your country. However, we take appropriate safeguards to ensure that your User Data remains protected in accordance with this Privacy Policy. These safeguards include transferring User Data from the EU/EEA:

- to countries which have been deemed to provide an adequate level of protection by the European Commission (as appropriate); or

- to companies implementing the Standard Contractual Clauses adopted by the European Commission (as appropriate) for transfers of personal information outside of the EU/EEA.

Information about the Standard Contractual Clauses are provided [here](#). If you have any questions about our international transfers of User Data, please contact us using info@hiq-connect.com