

# Privacy policy

Welcome to Mapon's Privacy Policy!

Mapon truly respects the privacy and is fully committed to protect personal data and use it in accordance with legal obligations. This Privacy Policy describes how we may process personal data and the rights available of our customers and data subjects. Mapon will process personal data only for the purposes set forth in this Privacy Policy. By using any of our services or by accessing and using this website, you signify your approval of the terms set out in this Privacy Policy, [Cookie Policy](#), Terms of Service and other terms and policies posted on our website or otherwise agreed between you and Mapon. If you do not agree to this Privacy Policy, you must leave this website and must discontinue all use of any of our services.

You and Mapon shall observe and comply with all applicable laws and regulations regarding personal data processing and protection.

## 1. Information we are processing

### 1.1. Information from our customers

As a customer, you provide Mapon with instructions for personal data processing and determine the purposes and general means of Mapon's processing of personal data. For us to provide you our services, for example, to confirm your identity, contact you and invoice you, we collect such data as name, surname, company's name, address, e-mail addresses and phone numbers, payment details and other information you provide to us.

To be able to provide you our services, to provide support for such services, to better serve you and for the improvement or implementation of our services, we process personal data that you provide to us, for example, data of the drivers of vehicles, vehicle data, its location data and travel routes and other information which you as a customer have chosen to process in relation to the services provided to you, which is more specifically indicated in your Mapon customer's account.

If you are processing personal data in connection with our services and transfer personal data to us (e.g. your company uses Mapon for managing its fleet management and submits to Mapon personal data of the company's representatives and personal data of the drivers of the company's vehicles), you represent that such data have been acquired and are processed lawfully, namely you have acquired all necessary consents or have other legal basis for the processing of personal data, including but not limited for the processing of all respective personal data by Mapon and other third parties used by Mapon for the provision of services.

When you give us your permission, we might use personal data for other purposes as well.

Upon starting to use our services we may process your e-mail address to send you informative materials, such as newsletters, advertisements and others. At any point in time you can unsubscribe from receiving the above-mentioned information in our e-mail footers. Your e-mail address will still be processed to send you notifications that are essential to providing our services.

### 1.2. Information from Mapon website visitors and users

Upon visiting our website, using our services, requesting customer support or subscribing to our blog, we may collect and process the information related to you.

To provide you with a better customer experience and to improve our services, we may collect such information as your IP address, how and when you access your account, device and browser info, network connection, and other information which could be collected from cookies and similar technologies we use. Learn more about how we use cookies on our website by reading our [Cookie Policy](#).

To ensure a smooth customer support experience, we process information that you provide on our website, in e-mails or through other means of communication you have used. For this purpose, we may process your name, e-mail address, IP address as well as any other information that you share with us. We use this information to provide and enhance our services and answer any questions you may have.

By subscribing to our newsletter, we may process your e-mail address to send you informative materials, such as newsletters, advertisements and others. At any point in time you can unsubscribe from receiving the above-mentioned information in our e-mail footers.

## 2. Sharing personal data with third parties

In order to provide you our services we work with third parties with whom we may share personal data to support these services. Personal data may be shared with third parties to provide hosting and server co-location services, communications and content delivery networks, data and cyber security services, billing and payment processing services, fraud detection and prevention services, web analytics, email distribution and monitoring services, session recording services and marketing services, and our legal and financial advisors, among others who have a reasonable need to access it (together – “Third Party Service Providers”). The Third Party Service Providers may only receive the minimum amount of personal data necessary, depending on their particular roles and purposes in facilitating and enhancing our services and business, and may only use it for such purposes. We will only share personal data to such Third Party Service Providers that have undertaken to comply with obligations set out in applicable data protection laws.

If you are using the Services on behalf of a company or other legal entity and / or the services are used to process personal data of third persons, you are providing us irrevocable consent to use any Third Party Service Provider at our discretion for the purposes of providing the services.

Mapon remains responsible for the processing of personal data carried out by Third Party Service Providers that Mapon has engaged for respective data processing in accordance with applicable laws.

In certain circumstances, we may also be required to share information with third parties to comply with legal requirements or to respond to lawful requests by public authorities as well as to protect our, or a third party's lawful interests.

## 3. Retention periods

We may retain your personal data and third parties' personal data you have provided to us, for as long as your relationship with us is active by having a Mapon account, or as otherwise needed to provide you our services.

After terminating your relationship with us, by deleting your Mapon account, or otherwise terminating the use of our services, at the choice of the customer we will delete or return all the personal data to the customer after the end of the provision of services relating to processing and delete existing copies unless applicable law requires storage of the personal data. For example, we may continue to store copies of your and third persons' personal data you have provided to us, as reasonably necessary to comply with our legal obligations, to resolve disputes between you and us, to prevent fraud and abuse, to enforce our agreements, and / or to protect our or third parties' legitimate interests.

## 4. Data subject's rights

If you are located in the European Economic Area, in accordance with European Union data protection regulations, you have certain rights with respect to your personal data.

You have the right to request access to your personal data and to correct, amend, delete, transfer, or limit the use of your personal data by logging into your Mapon account or by reaching us using the contact information provided below. Furthermore, if you believe that we have unlawfully processed your personal data, you have the right to submit a complaint to the contact information provided below, or to respective data protection supervisory authority.

If you are a data subject whose personal data is provided to us by the customer, please contact respective customer to exercise your data subject's rights stated above. In the event the data subject sends request to exercise his or her rights directly to Mapon, Mapon will promptly send such request to the customer. Any complaint or request received directly from data subjects will not be answered by Mapon without customer's prior written authorization.

## 5. Information security

We use reasonable and appropriate organizational, technical, and administrative measures in accordance with applicable law in the field of data protection in order to protect the confidentiality, integrity, and availability of personal data.

Unfortunately, no data transmission or storage system is guaranteed to be 100% secure, therefore we cannot guarantee absolute security of information. We encourage you to take care of the personal data in your possession that you process online and set strong passwords for your Mapon account, limit access of your computer and browser by signing off after you have finished your session, and avoid providing us with any sensitive information whose disclosure you believe could cause you substantial harm.

All of Mapon's authorized personnel involved in the processing of your and third persons' personal data, that you have provided to us, have committed themselves to confidentiality obligations and shall not access or otherwise process your personal data without your authorization if it's not for the purposes of providing you our services.

In the event we experience a personal data breach, we will notify you as a customer in compliance with the obligations set out in applicable laws and will provide reasonable assistance regarding the investigations of personal data breaches and the notification to the supervisory authorities and customer's data subjects (third parties) regarding such personal data breaches.

Taking into account the nature of the processing, we will assist you by appropriate technical and organizational measures, insofar as this is possible, for the fulfilment of your obligation to respond to requests for exercising the data subject's rights or to notify the personal data breach.

## 6. Data processing audit

Upon customer's request Mapon agrees to provide sufficient information to demonstrate compliance with the obligations laid down in this Privacy Policy. If provided information, in customer's reasonable judgment, is not sufficient to confirm Mapon's compliance with this Privacy Policy, then Mapon agrees to allow and contribute to data processing audits.

Such audits are allowed to be carried out by independent third party with good market reputation, which has experience and competence to carry out data processing audits, agreed to by both customer and Mapon. Such audit will be carried out at the time agreed between the customer and us within 2 (two) months from the moment the customer in writing requests the audit. The auditor will have to sign confidentiality agreement which includes obligation not to disclose business information in its audit report which will also be provided to us. The audit will be carried out during normal working hours in Mapon's workdays, without interfering with Mapon's business activities. The customer has right to request the audit once every 2 years. All expenses regarding to the audit shall be borne by the customer.

## 7. Governing law

This Privacy Policy shall be governed by the laws of Latvia, and any action or proceeding related to this Privacy Policy (including those arising from non-contractual disputes or claims) will be brought in the courts of Riga, Latvia.

## 8. International disclosure of personal data

Mapon operates in Latvia and Mapon is entitled, in accordance with applicable law, to transfer personal data to Third Party Service Providers who are located outside of the Republic of Latvia and who are assisting Mapon to provide and improve its services and business.

If we transfer personal data outside the Republic of Latvia, we will comply with all requirements of the applicable law, for example, we will only send personal data to our partners who have taken adequate data processing and protection requirements and which ensures an adequate level of protection or have provided adequate guarantees.

## 9. Privacy Policy changes

We may occasionally amend this Privacy Policy, for example in cases when we introduce new services or new features. The amendments to this Privacy Policy enter into force and are applied from the moment they have been uploaded to this page.

Therefore, we encourage you to check this page from time to time. By continuing to use our services or otherwise providing personal data to us, after the amendments to this policy have been implemented, you agree to the updated terms of Privacy Policy.

## 10. Contact information

If you have any questions about your personal data or this Privacy Policy, or if you would like to file a complaint about how we process your personal data, please contact us by email at [info@mapon.com](mailto:info@mapon.com) or by using the contact details below:

SIA "Mapon"  
Attn: Data Protection Officer  
Address: Ojara Vaciesa iela 6B,  
Riga, LV-1004, Latvia

---

# Cookie policy

By using Mapon's website, you agree that cookies, web beacons or similar storage technology may be placed on your computer or other devices from which you access our webpage. This Cookie Policy describes what cookies we use on our website and for what purposes.

## 1. What are cookies?

Cookies are small text files created by the website and stored on your device when you visit our homepage. The browser you use, uses the cookies to forward the information back to the website at each subsequent visit, for website to recognize the user and to remember user's choices (for example, login information and other settings). This can make your next visit easier and site more useful to you.

## 2. What type of cookies and for what purposes we use?

We use different type of cookies to run our website. Below indicated cookies may be stored in your browser.

- **Mandatory cookies.**

These cookies are important because they are necessary for smooth operation of the website. Without these cookies, it is impossible to ensure connection to the user profile and to use website in full. These cookies identify user's device, but do not reveal the identity of the user and do not collect user's information. These cookies are stored on the user's device until the browser closes.

- **Functional cookies.**

These cookies provide convenient and complete use of our website, as well as helps users to efficiently use the website and make it personalized. Functional cookies save user's preferences and ensures individual functions. For example, to ensure "Remember me" functionality which allows user to enter their e-mail and password just once. These cookies are stored permanently on the user's device.

- **Analytical cookies.**

These cookies collect information about how users interact with our website, for example, to determine which sections are most frequently visited and which services are most often used. The collected information is used for analysis purposes to understand what interest users and how to make the webpage more user friendly. For analytical purposes, we may use third party cookies. These cookies are stored permanently on the user's device.

- **Targeting cookies.**

These cookies are used on our website to tailor marketing to you and your interests and provide you with a more personalized service in the future. These cookies remember that you visited our website and may be used to show you personalized advertisements on social media and other sites. For targeting purposes, we may use third party cookies. These cookies are stored permanently on the user's device.

- **Third party cookies.**

Our website uses third party services, for example, for analytics services so we would know what is popular in our website and what is not, thus making the website more usable. Third party cookies are out of our control and you can learn more about these cookies and their privacy policy by visiting website of respective third party. All information processed from third party cookies are processed by respective service provider. At any point in time you have right to opt-out from data processing by third party cookies. For more information, please see next section of this Cookie Policy.

For example, we may use Google Analytics cookies to help measure how users interact with our website content. These cookies collect information about your interaction with website, such as unique visits, returning visits, length of the session, actions carried in the webpage and others.

We may also use Facebook pixels to process information about user's actions on our website such as visited webpage, user's Facebook ID, browser data and others. The information processed from Facebook pixels are used to display you interest-based ads when you are using Facebook as well as to measure cross-device conversions and learn about users' interactions with our webpage.

### 3. How to control cookies?

When visiting our website, you are presented with an informative statement that the website uses cookies. If you want to revoke your consent to save cookies on your device, you can delete all cookies stored in your browser and set up your browser to block cookies being saved. By clicking on "help" button in your browser, you can find instructions on how to prevent the browser from storing cookies, as well as what cookies are stored already and delete them, if you want to. Changes to the settings must be made for each browser that you use.

However, please note that without saving certain cookies, it is possible that you will not be able to fully use all the features and services of the Mapon's website.

You can also separately opt-out from having your website activity available to Google analytics by installing the Google Analytics opt-out browser add-on, which prevents sharing information about your website visit with Google Analytics. Link to the add-on and for more information: <https://support.google.com/analytics/answer/181881>. Furthermore, if you want to opt out from interest-based, behavioral advertising, you can opt out by using one of the following tools based on the region you are in. Please note that this is third party tool which will save its own cookies on your devices and Mapon does not control and is not responsible for their own Privacy Policy. For more information and opt-out options, please visit:

- US – [Digital Advertising Alliance](#)
- Canada – [Digital Advertising Alliance](#)
- EU – [European Interactive Digital Advertising Alliance](#)

### 4. Cookie Policy changes

We reserve the right to make changes to this Cookie Policy. Amendments and / or additions to this Cookie Policy will come into force when published on our website.

By continuing to use our website and / or our services after changes have been made to this Cookie Policy, you are indicating your consent to the new wording the Cookie Policy. It is your responsibility to regularly check the content of this policy to learn about any changes.

### 5. Contact information

If you have any question about your personal data or this Cookie Policy, or if you would like to make a complaint about how we process your personal data, please contact us by e-mail at [info@mapon.com](mailto:info@mapon.com), or by using the contact details below:

SIA "Mapon"  
Attn: Data Protection Officer  
Address: Ojara Vaciesa iela 6B, Riga, LV-1004, Latvia

This Cookie Policy is effective from 24th May 2018.

---