

Flowmatik Privacy Policy:

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Hi there, we're Flowmatik and this our Privacy Policy. Flowmatik official legal name is Flowmatik B.V. and is based in the Netherlands. In this privacy policy we'll describe what data we collect and what we do with it.

Parties involved:

- **End users:** these are the persons that use your flows and fill in their (sometimes personal) data. These end users are 'data subjects' for the customer that built the flow.
- **Customers:** these are the natural persons or companies that are a customer of Flowmatik that build and manage flows on the Flowmatik platform. As you create a Flowmatik account and build flows, you may store personal data with us. This makes you a 'data subject' for Flowmatik. As you are collecting data from end users (interchangeably defined as: '*respondents*') you also become a 'data controller'.

If you create a Flowmatik account you agree with both the End User License Agreement and this privacy policy.

Data we collect

If you (partially) fill in a flow built with Flowmatik the data is sent to the creator of the flow. This is what we call an 'end user' that inputs data. Flowmatik only stores this so called 'user inputted data' for a maximum of 30 days to make sure that when you partially fill in a flow and later come back to it, your partial data is still there and you don't need to re-type anything.

Customers are natural persons or companies that build and operate flows. These customers can set the 'retention limit' from 1 to 30 days. As said, this applies to the data storage of end user inputted data by Flowmatik. The customer can also store your data in their own database or other places regardless of Flowmatik. This is up to them. If you have a question about where your inputted data is stored or how it's processed you should contact the party that operates the flow.

We collect 2 types of data from **end users**

1. Meta data. For example, on which step of the flow did you abandon it. Another example is how long it took to complete the entire flow. We store this 'meta' data anonymously. This means we don't care if it was John or Claire that abandoned at step 6, we just record 'one user abandoned the flow at step 6'. This data is stored by Flowmatik. Part of this data (e.g. on drop off rates, which field in a flow caused friction etc) is shared with the customer and some of the data is only used by Flowmatik (e.g. how often do users click on the 'send to mobile' button)
2. User inputted data. This is the data you actually fill in when using a flow. As described above we have a retention policy of a 30 days maximum. The customer (the party that operates the flow) may store this data longer. Flowmatik is not responsible for the data that end users provide to a respective party.

We collect 2 types of data from **customers**

1. Meta data. For example how many flows you created, which features did you use in our application, how often did you sign in etc, We use this data to decide which features we should build or improve.
2. Personal data. We collect and store your personal data that you provided us when you created an account. We also store billing information like billing address, country and e-mail address and name. We do not store credit card information as we're using a third party for our billing. At the moment this is Stripe but this may change in the future. If you created an account via a social media account we might collect data you allowed to share with third parties. We recommend you check these settings on your social media channel.

Deleting your account / removal of your personal data

We would be very sad to see you go as a customer but you can request a deletion of your personal data including previously built flows etc. Send an e-mail to support@flowmatik.com and we'll handle it from there.

Cookies

We use cookies and third party solutions (like Google Analytics) to collect information the performance of our website. This allows us to see which part of our website need attention. We also track the source where users came from that visited our website.

Important information for customers

When you create and/or operate flows, you are responsible for the correct handling of the data you are collecting. You are the 'data controller' as you decide where to store and how to process the data. Flowmatik is the 'data processor' as we only enable the flow of data from the end user to you.

A couple of things to keep in mind as a data processor:

- Even if you cancel your subscription with Flowmatik you remain responsible for the personal data you collected on data subjects;
- You are responsible for the notification to your data subjects in the case of a data breach;
- Take security seriously, you should take all the necessary steps to make sure the data you collected is securely stored;
- Comply with local and international regulation.

Third party vendors

Flowmatik uses third parties for the performance of various services. For example we use Stripe to bill our product to customers. We only share the personal data that is relevant to correctly execute the task as concerned. We do not sell any metadata or personal data! Before we engage with a subcontractor we thoroughly check their policies and measures.

GDPR

We're based in the Netherlands and thus fall under the GDPR. More info on GDPR can be found [here](#). In short; we comply with the GDPR. This implies we take all necessary precautions and measures to ensure proper handling of data. If the law is updated in the future we'll make sure we comply with any updated version as well.

- Data Breach: in the case of a data breach of Flowmatik we'll inform you
- Right to Access: you can request a copy of all your data by sending an e-mail to support@flowmatik.com
- Right to be forgotten: you can request the deletion of all your data by by sending an e-mail to support@flowmatik.com
- Privacy by design: from the first line of code we thought about security and baked this into our product

Why do we collect data

We use meta data from end users and customers to improve our product. For example how we can improve our Flow Builder. We also use the personal data from customers (note: not from end users) to send them updates on our product. You can unsubscribe from these e-mails with the unsubscribe link at the bottom of these e-mails or by sending a request to support@flowmatik.com. We use the collected billing information to send you invoices, handle support request and to inform you on upcoming product enhancements.

I need more info or help

Ouch, we hoped this document was so clear you wouldn't :-s Feel free to contact us via support@flowmatik.com and we'll get back to you asap.

Our office is located at the Keizersgracht 676, 1017 ET, Amsterdam the Netherlands.