

Updated: 25 May 2018

Apricorn Website GDPR Policy Statement

Introduction

Apricorn's commitment to You Regarding Your Privacy:

As a global, market leader in Information Security, Apricorn is fully committed to full compliance with the requirements of the General Data Protection Regulation (GDPR). We understand the importance of protecting your data and aim to always show transparency and fairness in the collection and use of data, and to let individuals know for what purpose their data will be used.

The personal information we collect

Apricorn collects your personal information when you:

- Contact support
- Complete a "Contact Us" request
- Register a product
- Request an evaluation device
- Purchase product from Apricorn's

In each instance, we only collect the personal information required to perform that function. Other uses of that information, such as notifying you of new products or offers, will only be performed with your explicit consent.

Keeping your data secure

Securing the information about you is very important to us so we store and process your personal information in accordance with the high standards required under data protection legislation.

We actively service and maintain the security of www.apricorn.com and all connections to our website are encrypted over https.

Apricorn never has access to nor stores your financial details submitted via our web store. Our payment processor has the same commitment to data privacy as we do and employs various security controls to ensure your data is protected and only accessible by relevant and authorised employees.

Transferring Data

Apricorn's website is hosted in the United States of America. Any EU citizen data collected on this website is retained in a secure, encrypted environment for transaction history analysis. Our collection, storage and use of your personal data will at all times continue to be governed by GDPR privacy policy.

Cookies

When someone visits our website we use a third party service to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which

does not identify anyone. We do not make, and do not allow the third party to make, any attempt to find out the identities of those visiting our website.

The majority of web browsers automatically enable cookies as a default setting. To stop cookies being stored on your computer in future, you'll need to alter the settings of your internet browser. You can find instructions on how to do this by clicking 'Help' in the menu bar, or following these [browser-by-browser instructions](#) from AboutCookies.org.

If you want to delete any cookies already on your computer, you'll need to locate the file or directory that your computer stores them in – this [how to delete cookies](#) information should help.

Your rights

You have the following rights:

1. Right to correct: the right to have your personal information rectified if it is inaccurate or incomplete
2. Right to erase: the right to request that we delete or remove your personal information from our systems
3. Right to restrict our use of your information: the right to 'block' us from using your personal information or limit the way in which we can use it
4. Right to data portability: the right to request that we move, copy or transfer your personal information
5. Right to object: the right to object to our use of your personal information including where we use it for our legitimate interests. If you raise an objection we will stop processing your personal information unless very exceptional circumstances apply, in which case we will let you know why we're continuing to process your personal information.

We will use reasonable efforts consistent with our legal duty to provide you with your rights in accordance with data protection legislation.

To make enquiries, exercise any of your rights set out in this Privacy Policy and/or make a complaint please contact GDPRDataRequest@apricorn.com.

If you're not satisfied with the way any complaint you make in relation to your personal information is handled by us then you may be able to refer your complaint to the relevant data protection regulator. In the UK, this is the Information Commissioner's Office.

How long we keep your personal information

Unless a longer retention period is required or permitted by law, we will only hold your personal information on our systems for the period necessary to fulfil the purposes outlined in this Policy Statement or until you request it is deleted.

How to contact us

If you have any queries relating to our use of your personal information or any other related data protection questions, please contact us at GDPRDataRequest@apricorn.com.

Changes to this statement

This policy is effective from the date shown. We may, from time to time, make changes to this Privacy Policy to reflect any changes to our privacy practices in accordance with changes to

legislation, best practice or Site enhancements. We will let you know what these changes are by posting them to this page. It is your responsibility as a user to make sure that you are aware of changes posted on this page, by checking for any changes on a regular basis. Changes posted on this page will become effective as soon as they are posted.