

# Privacy Policy

Effective as of March, 2020

This Privacy Policy describes how your personal information is collected, used, and shared when you visit or make a purchase from [www.horizoneducational.com](http://www.horizoneducational.com) (the "Site"). Please read this privacy policy before using the site or submitting any personal information. By using the site, you are accepting the practices described in this privacy policy.

## PERSONAL INFORMATION WE COLLECT

### Device Information

When you visit the Site, we automatically collect certain information about your device, including information about your web browser, IP address, time zone, and some of the cookies that are installed on your device. Additionally, as you browse the Site, we collect information about the individual web pages or products that you view, what websites or search terms referred you to the Site, and information about how you interact with the Site. We refer to this automatically-collected information as "Device Information."

### We collect Device Information using the following technologies:

- "Cookies" are data files that are placed on your device or computer and often include an anonymous unique identifier. For more information about cookies, and how to disable cookies, visit <http://www.allaboutcookies.org>.

- "Log files" track actions occurring on the Site, and collect data including your IP address, browser type, Internet service provider, referring/exit pages, and date/time stamps.

- "Web beacons," "tags," and "pixels" are electronic files used to record information about how you browse the Site.

### Newsletter Subscription

In order to subscribe to the newsletter you must first complete the registration form. During subscription you are required to give contact information (such as name and email address). We refer to this information as "Subscription Information."

### Order Forms

We request information from you on our order form. You must provide contact information (such as name, email, and shipping address) and financial information (such as credit card number, expiration date). We refer to this information as "Order Information."

### **Contact forms**

You can use several types of contact forms while visiting the Site (for sponsors, for those who want to register a new team for our races, for any request or question regarding our portfolio). During filling the form you must provide contact information (such as name, email, address, phone number) and company information (such as name of the organization, position). We refer to this information as "Contact Information."

When we talk about "Personal Information" in this Privacy Policy, we are talking about Device Information, Order Information, Subscription Information and Contact Information.

### **HOW DO WE USE YOUR PERSONAL INFORMATION?**

We use the Device Information that we collect to help us screen for potential risk and fraud (in particular, your IP address), and more generally to improve and optimize our Site (for example, by generating analytics about how our customers browse and interact with the Site, and to assess the success of our marketing and advertising campaigns).

We use the Order Information that we collect generally to fulfill any orders placed through the Site (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations). If we have trouble processing an order, the information is used to contact you. Additionally, we use this Order Information to:

Communicate with you;

Screen our orders for potential risk or fraud; and

When in line with the preferences you have shared with us, provide you with information or advertising relating to our products or services.

We use the Subscription Information to send targeted information to newsletter subscribers and to contact you about products on our site for which he has expressed interest.

We use the Contact information to process the inquiries and to contact you based on their inquiries.

If your personally identifiable information changes (such as zip code, phone, email or postal address), or if you no longer desire our service, we provide a way to correct, update or delete/deactivate that your personally identifiable information. This can be done by emailing us, or contacting us by telephone or postal mail at the contact information listed below.

Horizon Fuel Cell Europe, s.r.o. accepts no responsibility for any damage or loss incurred due to failure on the part of the Buyer to update their personal information (address, billing address, contact details etc.). It is the Buyer's responsibility to inform us of any changes to relevant personal information prior to dispatch of any goods the Buyer should purchase.

## **SHARING YOUR PERSONAL INFORMATION**

We share your Personal Information with third parties to help us use your Personal Information, as described above.

### **Google Analytics**

We use Google Analytics to help us understand how our customers use the Site.

You can read more about how Google uses your Personal Information here:

<https://www.google.com/intl/en/policies/privacy/>.

You can also opt-out of Google Analytics here: <https://tools.google.com/dlpage/gaoptout>.

### **Google AdWords**

We use Google AdWords Remarketing to advertise Horizon Fuel Cell Europe, s.r.o. across the Internet, in particular on the Google Display Network. AdWords remarketing will display ads to you based on what parts of the Horizon Fuel Cell Europe, s.r.o. website you have viewed by placing a cookie on your web browser. This cookie does not in any way identify you or give access to your computer or mobile device. The cookie is used to indicate to other websites that 'This person visited a particular page, so show them ads relating to that page.' Google AdWords Remarketing allows us to tailor our marketing to better suit your needs and only display ads that are relevant to you.

If you do not wish to see ads from Horizon Fuel Cell Europe, s.r.o. you can opt out in several ways:

1. Opt out of Google's use of cookies by visiting Google's Ads Settings:

<https://adssettings.google.com/authenticated>

2. Opt out of a third-party vendor's use of cookies by visiting the Network Advertising Initiative opt-out page: <https://optout.networkadvertising.org/>

### **Mailchimp**

We use Mailchimp to send marketing emails. Their Privacy Policy can be viewed at

<https://mailchimp.com/legal/privacy/>.

Finally, we may also share your Personal Information to comply with applicable laws and regulations, to respond to a subpoena, search warrant or other lawful request for information we receive, or to otherwise protect our rights.

## **BEHAVIOURAL ADVERTISING**

As described above, we use your Personal Information to provide you with targeted advertisements or marketing communications we believe may be of interest to you. For more information about how targeted advertising works, you can visit the Network Advertising Initiative's ("NAI") educational page at <http://www.networkadvertising.org/understanding-online-advertising/how-does-it-work>.

You can opt out of targeted advertising by:

FACEBOOK - <https://www.facebook.com/settings/?tab=ads>

GOOGLE - <https://www.google.com/settings/ads/anonymous>

TWITTER - <https://twitter.com/settings/account/personalization>

INSTAGRAM - <https://help.instagram.com/615366948510230>

Additionally, you can opt out of some of these services by visiting the Digital Advertising Alliance's opt-out portal at: <http://optout.aboutads.info/>.

## **LINKS**

This website contains links to other sites. Please be aware that we, horizeducational.com, are not responsible for the privacy practices of such other sites. We encourage our users to be aware when they leave our site and to read the privacy statements of each and every website that collects personally identifiable information. This privacy statement applies solely to information collected by this website.

## **YOUR RIGHTS**

If you are a European resident, you have the right to access personal information we hold about you and to ask that your personal information be corrected, updated, or deleted. If you would like to exercise this right, please contact us through the contact information below.

Additionally, if you are a European resident we note that we are processing your information in order to fulfill contracts we might have with you (for example if you make an order through the

Site), or otherwise to pursue our legitimate business interests listed above. Additionally, please note that your information will be transferred outside of Europe, including to Canada and the United States.

## **DATA RETENTION**

When you place an order through the Site, we will maintain your Order Information for our records unless and until you ask us to delete this information.

## **CHANGES**

We may update this privacy policy from time to time in order to reflect, for example, changes to our practices or for other operational, legal or regulatory reasons. Any changes will be posted and changes will only apply to activities and information on a going forward, not retroactive basis. You are encouraged to review the privacy policy whenever you visit the site to make sure that you understand how any personal information you provide will be used.

## **CONTACT US**

For more information about our privacy practices, if you have questions, or if you would like to make a complaint, please contact us by e-mail at [contact@horizoneducational.com](mailto:contact@horizoneducational.com), by phone on +420 222 530 490 or by mail using the details provided below:

Horizon Fuel Cell Europe, s.r.o.

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