

Privacy Policy

Wavemark takes your privacy very seriously. Privacy policy on this page explains how Wavemark treats any personal information that is collected when you purchase WTAutomixer or our other products by Wavemark. Please read the content below to learn more about our privacy policy.

Wavemark

Ab Wavemark Oy (“We” or “Our” or “Us” or “Wavemark”) collects and uses your Personal Data in accordance with this privacy policy and in compliance with the applicable data protection laws. This policy provides you with the necessary information regarding your rights and our obligations, and explains how, why and when we process your personal data. Ab Wavemark Oy is a company registered in Finland and acts as the data controller when processing your data.

Privacy Commitment

We don’t collect or process any personal data that is not provided by our customers voluntarily, specifically and consciously. We guarantee that our staff complies with strict standards of safety and confidentiality. We respect your privacy and will never sell, rent, lease or give away your information (name, address, email, etc.) to any third party outside our data processors listed in the chapter “3rd Party Services”.

What is Personal Data?

GDPR defines data as follows: “any information relating to an identified or identifiable natural person (‘data subject’); an identifiable natural person is one who can be identified, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural or social identity of that natural person”

How is your data collected?

Wavemark receives your email address when you purchase a WTAutomixer-license from our web shop (www.wtautomixer.com). We store your email address that you provide us, as well as the license numbers of your purchased products. We also receive the date when the license is deactivated and activated. No payment details is received or accessed by us at any point. If you purchase WTAutomixer outside our web shop, your email address and name are asked when the product is activated.

During the purchase, your email address is not automatically added to our mailing list if you don’t specifically allow us to do that with the GDPR compliant form displayed during purchase. Your email address is also stored if you subscribe to our newsletter. Each newsletter includes clear instructions how to unsubscribe or modify your Personal Data.

When you visit our website www.wtautomixer.com, anonymous data is set to Google Analytics that helps us improve our services. You can opt-out any time from the pop-up bar visible on bottom of the webpage.

GDPR right to be forgotten and right to access

If you want to know the details of your stored personal data or wish to be forgotten completely, please send us email to support@wtautomixer.com

3rd Party Services

Here is a list of third party services that we use, details about them and what kind of data they store. All of these also acts as our GDPR data processors. If you wish to be forgotten, we also remove your data from these:

1) **Paddle**. Paddle acts as our reseller when purchasing products from our Webshop. All payments are handled by Paddle. Paddle's end user privacy policy can be found here <https://paddle.com/privacy-end-user>.

Stored data: transaction info, purchase date, corresponding product and email address.

2) **Pace**. Pace acts as our licensing platform. When WTAutomixer is activated, your WTAutomixer license is added to your Pace account. Pace privacy policy can be found at: <https://www.paceap.com/privacy.html>

Stored data: email, name, license code

3) **Google Analytics**. When you use WTAutomixer-website www.wtautomixer.com, anonymous data about your visit is sent to Google Analytics that helps us improve our services. You can opt-out any time from the pop-up bar visible on bottom of the webpage.

4) **MailChimp**. MailChimp is used to maintain our mailing list that we use for our newsletter. MailChimp privacy policy can be found here <https://mailchimp.com/legal/privacy/>.

Stored data: email, name

Confidentiality & Security

Only our employees have access to your Personal Data and they follow strict standards of confidentiality and respect. If a critical data breach is detected, we will notify the local authorities and those users who's Personal Data has been compromised within 72 hours.

If you have any questions regarding to Wavemark privacy policy, please contact us at support@wtautomixer.com