PROXCOMM
www.proxcomm.technology

Contextual Leveling of Communication Reach
Perfect, Pertinent, Proximity
Smartphone Engagement Plus

GDPR Has Not Made Us Change a Thing!
Our Privacy & Security Is as Tight & Compliant as Usual

There are many moving parts to **GDPR**. A big part of it is making sure your platform is security in place, we have done an excellent job here. We also have the proper security agreements in place with all of the platforms that are interconnected.

The higher profile elements of *GDPR* have to do with the collecting and use of personal information. As we do not collect cookies or IP addresses when people interact with our **ProxComm Technology Proximity Beacons or EQR Codes, including EQ-Pay**, therefore are not required to have a GDPR compliance requirement.

We do collect IP addresses, so instead of informing the customer, we mask the last 4 digits of the IP address so that we can have the general location of the user (i.e. city) but without using what would be considered personal information.

Cookies are a darker topic. We allow one to add Google™ analytics and the Facebook™ pixel to their preview pages, and these include cookies, but it is Google and Facebook that is storing the personal information, and only our customers have access to this data through their Google or Facebook dashboards.

We do not store or use this data.

We do what we need to do when customers turn off this feature in Europe (it's not a problem in the US). It is to implement a user interface that notifies users that third-party cookies are in use, explaining why, and getting them to opt-in. Here the privacy policy on our preview page should actually be the privacy policy of our customer because only they can explain why they are collecting private information and what they do with it.

Telephone: U.S.A: (515) 200.7068 or (330) 366-6860   U.K.: 0207 1019247

www.proxcomm.technology   www.eqrcodes.com
Email: connect2us@proxcomm.technology

Connect, Engage, Communicate, Be Heard...
WE ARE IN THE *NOW* AND KEEP YOU; *IN THE KNOW*...

Copyright 2018

---

http://www.proxcomm.technology   http://www.eqrcodes.com
Email: proximity@proxcomm.technology
Telephone: USA: +1 (515) 200-7068 or (330) 366-6860   UK: 0207 1019247

PROXCOMM
www.proxcomm.technology