

# Privacy Policy of Kickstart

The Privacy Policy of Kickstart describes the information we collect from you and how we may (and may not) use and disclose that information.

This policy was last updated on April 10, 2019.

This Privacy Policy may change from time to time. Our Privacy Policy explains how Kickstart handles personal information and the choices available to you regarding the collection, use, access, and how to update and correct your personal information. This Privacy Policy applies to the processing of information about users and other individuals that we collect when you use our services and platforms, which means any application, event, website, mailing services or services we offer, or when you communicate with us. This Privacy Policy does not apply to the information that you may provide to third parties, such as users, and others with whom you may share information about yourself.

Kickstart is committed to protecting your privacy and providing you with a positive experience on its website and in using its services.

## Collection of Information

For a better experience while using our service, we may require you to provide us with certain personally identifiable information, including but not limited to your name and email address. The information that we collect will be used to contact or identify you.

We collect information about you when you:

- Apply for Kickstart;
- Sign up for our newsletter;
- Attend an event or workshop;
- Sign up or use any other service provided by us;
- Visit our website;
- and communicate with us.

We also collect personal information such as usage statistics, by using cookies, server logs, and similar technologies from trusted third-party sources and engage third parties to collect personal information to assist us.

We and the third parties may combine the information we collect from you over time and across our website with information obtained from other sources. This helps us improve its overall accuracy and completeness and helps us better tailor our interactions with you.

## Use of Personal Information

We may use your personal information for the purposes of operating our business, delivering, improving, and customizing our website, sending marketing and other communications related to our business, and for other legitimate purposes permitted by applicable law. Some of the ways we may use personal information include:

- Contacting you after your application.
- Analyzing, supporting, and improving our membership service and your online experience.
- A personalizing website, newsletters and other communications.

You can edit your communication preferences at any time.

## Sharing of Personal Information

We may share your personal information with third parties for the purposes of operating our business, delivering, improving, and customizing our Offering(s), sending marketing and other communications related to our business, and for other legitimate purposes permitted by applicable law or otherwise with your consent.

We may share personal information in the following ways:

- In connection with, or during negotiations of, any merger, sale of company assets, consolidation or restructuring, financing, or acquisition of all or a portion of our business by or to another company.
- In response to a request for information by a competent authority if we believe disclosure is in accordance with or is otherwise required by, any applicable law, regulation or legal process.
- With law enforcement officials, government authorities, or other third parties as necessary to comply with legal process or meet national security requirements; protect the rights, property, or safety of Kickstart, its business partners, you, or others; or as otherwise required by applicable law.
- In aggregated and/or anonymized form which cannot reasonably be used to identify you.

## Additional Details

### Application

By applying for Kickstart, you agree that the data and information provided will be shared for evaluating and selecting applications. Data related to your organisation and associated people – such as name / company, email address, business and product information, revenue, product demo video, team information, revenue model etc. – will be shared within Kickstart Team and

with external experts and jury members. Some non-sensitive information associated with your application (e.g. company location) might be published on the Kickstart website and other online and offline communication and marketing channels. Our program partner, [ETH Zurich](#) is conducting a research about the Kickstart program. Therefore they might contact you for research purposes. None of the sensitive data or exact details in the applications will be used for the research. Your application data will be archived at Kickstart, not accessible for any third party. You also agree to the jury's decision, which is final and cannot be appealed.

### Google Analytics

This website uses Google Analytics, a web analytics service provided by Google, Inc. ("Google"). Google Analytics uses cookies, which are text files placed on your computer, to help the website analyze how users use the site. The information generated by the cookie about your use of the website (including your IP address) will be transmitted to and stored by Google on servers in the United States. In case of activation of the IP anonymization, Google will truncate/anonymize the last octet of the IP address for Member States of the European Union as well as for other parties to the Agreement on the European Economic Area. Only in exceptional cases, the full IP address is sent to and shortened by Google servers in the USA. On behalf of the website provider Google will use this information for the purpose of evaluating your use of the website, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage to the website provider. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser. However, please note that if you do this, you may not be able to use the full functionality of this website.

### Third party websites

From time to time we may include links on our site that will enable you to access the websites of third parties directly from our site. Each third party operates its own policy regarding the processing of personal information and the use of cookies on its website and you are advised to read the privacy policy and cookies policy on the relevant website. We do not accept any liability or responsibility for that third party's use of your data or their use of cookies.

### Newsletter

Kickstart sends out a regular newsletter, which provides you with exclusive background information and the most important updates regarding our program, our partners and our (alumni) participants. Each newsletter contains a link that you can use to unsubscribe.

We use Mailerlite to distribute our newsletter. We collect your name and email address. When sending e-mails via Mailerlite, so-called "web beacons" are sent with it. These web beacons keep track of whether the email has been opened and whether the newsletter links are clicked on. This information is used for statistical purposes. Mailerlite may also collect data for its own

purposes. Please check out their [privacy policy](#). We do not in any way pass on the data collected by us to third parties, unless we are legally obliged to do so (for example, if the authorities request data from us).

### **Opting Out**

If you would prefer not to receive newsletters or other mailings from us, you may unsubscribe from these mailings by following the unsubscribe instructions in any such message or contact us. Your email address will be removed from our marketing list. Please allow us a reasonable period to satisfy your request, as some promotions may already be in process.

## **Your Data Rights**

Irrespective of your nationality or place of residence, among other rights, we grant to you all the rights relating to your personal data that the European General Data Protection Regulation provides for data subjects. These rights include:

### **The right to access your data**

You have the right to request access to the personal data that we have collected about you and to request specific information and insights on how we treat, share, store and otherwise process this personal data.

### **The right to rectification**

If Personal Information you have submitted through any of the websites is no longer accurate, current, or complete, and you wish to update it, please contact us via [hello@kickstart-innovation.com](mailto:hello@kickstart-innovation.com). Upon appropriate request, we will be glad to update or amend your information, but we reserve the right to use information obtained previously to verify your identity or take other actions that we believe are appropriate and lawful.

### **The right to erasure / withdrawal of consent**

For the most part we are processing your personal data on the grounds of the consent that you give that us by reading and accepting this data policy or by conclusive conduct. At all times you are absolutely free to withdraw this consent by stating so in an email or by initiating the deletion of your personal profile.

The right to object to processing of your information, asking us to restrict processing of your information, or requesting the portability of your information.

The right to opt out from receiving marketing communications that we send you at any time.



You can exercise this right by unsubscribing from these mailings by following the unsubscribe instructions in any such message or contact us.

## Data Security

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet is 100% secure and reliable, and we cannot guarantee its absolute security. You use the Services and provide us with information on your initiative and risk.

## Contact Us

If you have any questions or suggestions about our Privacy Policy, do not hesitate to contact us: [hello@kickstart-innovation.com](mailto:hello@kickstart-innovation.com)