



Data Privacy Framework (DPF)

EU-US

UK extension to the EU-US DPF

Effective date: January 2, 2024

What is the EU-US Data Privacy Framework?

The EU-US Data Privacy Framework (the “DPF”) is an adequacy decision adopted on July 10, by the European Commission.

An adequacy decision is one of the tools provided under the General Data Protection Regulation (GDPR) to transfer personal data from the EU to third countries which, in the assessment of the European Commission, offer a comparable level of protection of personal data to that of the European Union.

As a result of adequacy decisions, personal data can flow freely and safely from the European Economic Area (EEA), which includes the 27 EU Member States as well as Norway, Iceland and Liechtenstein, to a third country, without being subject to any further conditions or authorisations. In other words, transfers to the third country can be handled in the same way as intra-EU transmissions of data.

The Data Privacy Framework concludes that the United States ensures an adequate level of protection –compared to that of the EU– for personal data transferred from the EU to US companies participating in the EU-U.S. Data Privacy Framework.

The adequacy decision on the EU-U.S. Data Privacy Framework covers data transfers from any public or private entity in the EEA to US companies participating in the EU-U.S. Data Privacy Framework.

Likewise, the UK Extension to the EU-U.S. DPF provides participating organizations with a reliable mechanism for personal data transfers to the United States from the United Kingdom (and Gibraltar) while ensuring data protection that is consistent with UK law.



To find out more about the EU-US Data Privacy Framework (DPF), click at: <https://www.dataprivacyframework.gov/s/>

Who We Are?

Flipnode LLC is a US based company, in Delaware, Corporation Trust Center, 1209 Orange St, Wilmington, DE 19801 (“Flipnode”). Flipnode offers a complete online, cloud based digital signage platform that allows its Customers to display a composition of videos, images, documents, online web pages and widgets (the “Yodeck Software”).

What is this Privacy Policy?

This Privacy Policy is meant to inform you about the way we use Personal Data received from the EU and the UK. We value transparency and respect your privacy.

Flipnode LLC complies with the EU-U.S. Data Privacy Framework (EU-U.S. DPF), and the UK Extension to the EU-U.S. DPF, as set forth by the U.S. Department of Commerce. Flipnode LLC has certified to the U.S. Department of Commerce that it adheres to the EU-U.S. Data Privacy Framework Principles (EU-U.S. DPF Principles) with regard to the processing of personal data received from the European Union in reliance on the EU-U.S. DPF and from the United Kingdom (and Gibraltar) in reliance on the UK Extension to the EU-U.S. DPF. If there is any conflict between the terms in this Privacy Policy and the EU-U.S. DPF Principles, the Principles shall govern. To learn more about the Data Privacy Framework (DPF) program, and to view our certification, please visit <https://www.dataprivacyframework.gov/>.

What Personal Data Are Received in the US and How We Use Them?

Flipnode LLC as Controller of Personal Data



Data Collected Through the Website

Flipnode LLC collects Personal Data through the Website (<https://www.yodeck.com>) and the Services (“Yodeck”).

A visitor of our Website is the person simply visiting our Website, as well as the person interacting with our Website e.g. by filling in and sending the contact form, or ordering our Newsletter (referred to as “you”, “your” or “Visitor” in this Policy).

Cookies

A cookie is a small data file stored by your browser at your device’s hard disk for record-keeping purposes, namely it records information about the use and activity on the Website. This information may include, but is not limited to, your Internet Protocol address, browser type, but also your web browsing history before visiting the Website, our Website’s search history.

Some cookies are “first party cookies”, which means that they are set by the owner of a website, i.e. Flipnode LLC. Cookies set by parties other than the owner of a website are called “third party cookies”.

Cookies are used for different reasons.

There are the necessary cookies, which are required for technical reasons in order for a website to operate.

Some cookies are used to enhance the performance and functionality of a website, but are non-essential to their use. However, if you decide not to accept such cookies, certain functionality may become unavailable. Such cookies are called preferences cookies.

Some cookies collect information that is used in aggregate form to help a website owner understand how its website is being used. Such cookies are called analytics. For example, Google, stores a Google Analytics cookie in order to be able to differentiate between users and be able to show to the Website owner how many times people visit a website on average and information on what pages they’ve seen, how long the duration was, and so on.

Some cookies are used for marketing purposes. These are the marketing cookies and are third-party cookies. Third-party cookies are placed by



providers (e.g., by Google, Facebook), who a website owner may have engaged to provide advertising services on its behalf. If, from the analysis of information, visitors of a webpage are interested in one of the services, then advertising material would be projected on third party websites. To see how data is collected and analyzed by third party cookies, you can also visit the websites of the third parties.

When you visit our Website, you are asked to consent to the use of cookies. You may choose to consent to none, one or more of the above cookies, except for the necessary ones. You may withdraw your consent to the use of cookies any time during your visit to our Website freely and easily by clicking on the Cookies Manager button and setting your preferences.

Additionally, you can instruct your browser, by changing its options, to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit.

Newsletter

If you wish to receive our Newsletter, for example announcements about new offers and actions of Flipnode, you may enter your e-mail address on this Website. Your email address is solely used for the purpose of sending our Newsletter and you are removed from the Newsletter recipient list, once you choose to unsubscribe. You may be removed from this list, easily and without cost, by selecting the “unsubscribe” link within the e-mail content. You can also call at [+30 211 800 1709](tel:+302118001709) or send an email at support@yodeck.com.

To send the Newsletter, we use Hubspot (<https://legal.hubspot.com/privacy-policy>) and, for a transitional period until full migration to Hubspot, mailchimp. (<https://mailchimp.com/legal/privacy/>).

Contact Forms

If you wish to communicate with us by using the Contact Form, you may enter your name, e-mail address, your telephone number, the matter you would like to discuss about with us and write your message in the dedicated space. Such personal data is used solely for the purpose of responding to



you, and we keep your data only as long as it is necessary to respond to your request.

Other submissions

Other submissions: We collect other data that you submit to our Website, participate in a survey, contest, activity or event, or otherwise communicate with us. Such Personal Data is used solely for the purpose they were collected, and we keep your data only as long as it is necessary to serve that purpose.

Data Collected through Customer’s Purchasing and Use of the Services

A Customer is a Visitor of our Website that has either purchased or signed up for free and is using the Services offered through Yodeck Software (referred to as “Services” in this Privacy Policy).

With regard to our Customers, we process following categories of personal data (Customer’s Data):

Name & Surname (optional)

Email and Password

Last IP Address of the Customer

Billing/Shipping Address and Phone Number [if an order has been made]

Traffic Data in the Yodeck Application

Processing of Email and Password for the performance of the Digital Signage SaaS Agreement

We process Customer’s Email and Password to identify our Customers & Accounts, and allow them to log into their Account. Our Customers may authorize the use of the Services to other Users (“Authorized Users”) and/or their Affiliates (“Authorized Affiliates”), both referred as “Designated Users” in this Policy. For the same purpose (identification and log in) we process the Email and password of Designated Users.

We process Emails to send out non-marketing, onboarding automated emails to try and help new Customers and Designated Users with any



questions they may have concerning their onboarding.

We process Emails to send billing-related emails, if the Account is on a paid subscription, and only to the Customers or the Designated Users that, at the choice of the Customer, have access to the Subscription section of the Account.

The legal basis of these processing activities is the performance of the contractual obligations. Therefore, we retain relevant personal data for the duration of the Digital Signage SaaS Agreement (the "Agreement"). After termination or expiry of the Agreement we retain billing data as long as it is required by law for accounting and tax purposes, and in case of a judicial challenge to defend our claims.

Processing of Emails to send Newsletter

Upon Customer's or Designated User's written and explicit consent, we process Emails to send to them new offers or announcements about Flipnode's actions. In each mail an easy and free of charge way ("unsubscribe" button) to unsubscribe is offered.

The legal basis of this processing activity is your consent, and you may withdraw your consent freely at any time. If you withdraw your consent, we delete you from the mailing list; however, we retain a record of those that have unsubscribed from our mailing list, as this is required by applicable law provisions.

Processing of Name and Surname

The Name & Surname are used to easily identify and communicate with our Customers and Designated Users. This information is also used by other Designated Users within a single Yodeck Account, so that they can easily identify other Users through our "User Management" section.

We use the Name & Surname in some automated system notifications and emails.

Name & Surname are *optional information for better communication and account management*).



Customer and Designated Users can skip providing their Name and Surname. In case a Customer or a Designated User tries to proceed with making an order, we will request to fill out their Name and Surname in order to complete the order. Subsequently they can choose to remove this information from their profile.

Processing of Last IP Address

We process the Last IP Address of the Customer and Designated Users to acquire geolocation data, namely the city location from which the Account was accessed. We then use this information to derive the Country and the timezone. This allows us to pre-fill the Timezone settings for the Account, so that the Customer, and Designated Users do not have to set a Timezone, or pre-select the Country, if they make an order.

Additionally, in cases of violation of our [Terms of Services](#), we use this IP Address as an element to confirm the violation, e.g., using multiple Free Accounts which is prohibited. The Last IP Address is not relayed to any 3rd party service providers.

This processing activity is based legally on the overriding legitimate interest of Flipnode. In that respect you may object to this processing activity based on your special circumstances; however, we may not satisfy your request, in case of compelling reasons that supersede your interests.

Processing of Billing/Shipping Address and Phone Number

We use Billing/Shipping Address and Phone Number solely for the purpose of invoicing. If no order has been made, this information is not requested. The legal basis for this processing activity is the performance of our contractual obligations and we retain this information for the duration of the contract. However, Customers and Designated Users can at any time remove their billing/shipping details stored in our database. However, we retain the phone number and may use the phone number in a future incident, only to prevent service downtime.



Also, your phone number may be used after duration of contract to facilitate returning Customers, and make future purchases easier. For example, we might use the phone in an effort to help our Customers reinstate a recently cancelled Yodeck Account. You may object to this processing of your contact details after duration of contract. We may not satisfy your request only if retention is required by applicable law at the time or retention is necessary for the defense of legal claims.

You should know that we do not store credit card details. All credit card transactions are processed using secure encryption - the same level of encryption used by leading banks. Card information is transmitted, stored, and processed securely at gateways on a PCI-compliant network.

For billing and payments we engage Stripe ([Privacy Policy \(stripe.com\)](#)), Chartmogul for Subscription Analytics ([Privacy and Cookies Policy | ChartMogul](#), [Security Policy | ChartMogul](#)), Hubspot as our CRM (<https://legal.hubspot.com/privacy-policy>) and, for a transitional period, until full migration to Hubspot, Zoho (<https://www.zoho.com/privacy.html>). We use Avalara for sales tax management ([Avalara Legal Center](#)).

We have made sure, by means of a written contract or assignment, that our agents provide at least the same level of data protection as we do, for example that they follow reliable technical and organizational security measures. You should know that Flipnode LLC is liable for onward transfers.

Processing of Analytics

We process data produced, while you and your Authorized users are using the Services, such as traffic and behavioral data in aggregated and anonymous form for statistics, analysis and benchmarking. In this way, we understand how easy and quick it is for you to use the Services, whether some tools are more popular than others, whether some tools are not easy to handle or whether you need some assistance from us. To do this, we use Heap for user behavior analysis ([Heap Privacy Policy | Heap](#)), Hotjar for user behavior analysis only for restricted number of users for problem solving ([Hotjar - Privacy Policy](#)), Google for analytics ([Privacy Policy – Privacy & Terms – Google](#)), Snowflake for data analysis ([Privacy Notice | Snowflake](#)).



We have made sure, by means of a written contract or assignment, that our agents provide at least the same level of data protection as we do, for example that they follow reliable technical and organizational security measures. You should know that Flipnode LLC is liable for onward transfers.

Processing of Logging Data

We may process logging data from time to time to perform an audit whether copyright of the Services is respected. This processing activity is based legally on the obligations undertaken by the Agreement and their monitoring.

Flipnode as Data Processor

Personal Data Processed on instructions by the Customer

Flipnode is the “Data Processor” for all personal data processed in relation to the provision of the Services under the Digital Signage Subscription Services Agreement. This means that such Personal Data is collected on the Customer’s/Account Owner’s behalf for his/her own purposes, that Customer/Account Owner is solely responsible i) for the legality, reliability, accuracy and quality of such Personal Data ii) for the legality of the processing purposes and iii) for the necessity of the processing to serve these purposes, and that the Customer/Account Owner is the Data Controller of Personal Data processed, while using the Services. Therefore, the Customer/Account Owner is responsible to satisfy the requests of the data subjects, whose Personal Data is processed through the Yodeck Software. Additionally, the Customer/Account Owner is responsible to inform the data subjects (any person whose personal data is processed by usage of the Yodeck Software) about the scope, the purpose, the duration and the means of the processing, and to acquire the consent of the data subjects, whose personal data is being processed through the Yodeck Software, where required. Flipnode executes a [Data Processing Addendum](#) with the Customer/Account Owner as an integral part of the Digital Signage Subscription Services Agreement, whereby also the security measures are described.

We share personal data with our agents (sub-contractors and sub-processors), solely for the provision of the Services. We have made sure, by



means of a written contract or assignment that our sub-processors comply with the DPA, and provide at least the same level of data protection as we do, for example that they follow reliable technical and organizational security measures. You should know that Flipnode LLC is liable for onward transfers.

Our full list of sub-processors, including their tasks, and contact details, as well as their privacy policy is available on this Website as part of the DPA, Attachment 3.

Data integrity and purpose limitation

Consistent with the Principles, Personal Data is limited to the information that is relevant for the purposes of processing. We shall not process personal information in a way that is incompatible with the purposes for which it has been collected or subsequently authorized by the individual. To the extent necessary for those purposes, we shall take reasonable steps to ensure that Personal Data is reliable for its intended use, accurate, complete, and current. We shall adhere to the Principles for as long as we retain such information.

We shall retain Personal Data in a form identifying or making identifiable the individual only for as long as it serves a purpose of processing within the meaning of the Principles.

Access

You have the right to access Personal Data that we hold about you and we shall correct, amend, or delete that information where it is inaccurate, or has been processed in violation of the Principles, except where the burden or expense of providing access would be disproportionate to the risks to the individual's privacy in the case in question, or where the rights of persons other than the individual would be violated.

Choice



You should know that you have the right to choose (i.e., opt out) when your Personal Data is to be disclosed to a third party that is not acting as an agent to perform tasks on behalf of and under the instructions of us or when it is used for a purpose that is materially different from the purpose(s) for which it was originally collected or subsequently authorized.

You can exercise your right to opt out by contacting us at dpo@yodeck.com and/or privacy@yodeck.com.

Security

We take reasonable and appropriate measures to protect Personal Data from loss, misuse and unauthorized access, disclosure, alteration and destruction, taking into due account the risks involved in the processing and the nature of the personal data. For more information on our Security Policy see Attachment 2 of the DPA on this Website.

Certification

Yodeck is certified for ISO9001 and ISO27001.

Recourse

Internal complaint mechanism

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF Flipnode LLC commits to resolve DPF Principles-related complaints about our collection and use of your Personal Data. EU and UK individuals with inquiries or complaints regarding our handling of Personal Data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF should first contact Flipnode LLC at: dpo@yodeck.com and/or privacy@yodeck.com

Alternative Dispute Resolution Provider

In compliance with the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF, Flipnode LLC commits to refer unresolved complaints concerning our



handling of Personal Data received in reliance on the EU-U.S. DPF and the UK Extension to the EU-U.S. DPF to JAMS, an alternative dispute resolution provider based in the United States (<https://www.jamsadr.com/dpf-dispute-resolution>).

If you do not receive timely acknowledgment of your DPF Principles-related complaint from us, or if we have not addressed your DPF Principles-related complaint to your satisfaction, please visit <https://www.jamsadr.com/submit/> for more information or to file a complaint. The services of JAMS are provided at no cost to you.

Binding arbitration

You have the possibility, under certain conditions, to invoke binding arbitration for complaints regarding DPF compliance not resolved by any of the other DPF mechanisms. For additional information see <https://www.dataprivacyframework.gov/s/article/ANNEX-I-introduction-dpf?tabset-35584=2>

Jurisdiction

You should also know that the Federal Trade Commission has jurisdiction over Flipnode LLC's compliance with the EU-U.S. Data Privacy Framework (EU-U.S. DPF) and the UK Extension to the EU-U.S. DPF.

Disclosure to public authorities

You should know that we may have to disclose personal information in response to lawful requests by public authorities, including to meet national security or law enforcement requirements.