



DATANYX PRIVACY POLICY

Tekizma Inc., DBA Datanyx
Effective Date: 18 March 2026

Version: 1.0

This Privacy Policy describes how Tekizma Inc., DBA Datanyx (“Datanyx”, “we”, “us”, or “our”) collects, uses, and discloses personal information relating to individuals who visit our website, enquire about our products, or interact with us in a business context (“you” or “your”).

Important distinction: This Privacy Policy governs Datanyx’s own collection and use of personal information. It does not govern how our customers use the Datanyx platform to process their own data. The processing of personal data that customers submit to or access through the Datanyx platform is governed by the applicable Datanyx License Agreement and Data Processing Addendum (“DPA”), not this Privacy Policy. If you are a customer or end user of the Datanyx platform, your organisation’s own privacy policies and the DPA apply to your use of the platform.

By using our website or engaging with us, you acknowledge that you have read and understood this Privacy Policy.

1. INFORMATION WE COLLECT

1.1. Information you provide to us directly: We collect personal information that you voluntarily provide when you:

- Submit a contact, demo request, or enquiry form on our website
- Register for or attend a webinar, event, or product demonstration
- Sign up for a free trial or create an account
- Communicate with us by email, phone, or other means
- Enter into a commercial agreement or sign our legal documents

This may include your name, job title, company name, business email address, phone number, and any other information you choose to provide.

1.2. Information collected automatically: When you visit our website, we and our service providers may automatically collect certain technical information, including:

- IP address and general location derived from IP
- Browser type and version
- Pages visited, time spent, and navigation paths
- Referring website or source
- Device type and operating system

This information is collected through cookies and similar tracking technologies. Please see Section 8 for more information on cookies.

1.3. Information from third parties: We may receive information about you from third-party sources such as business directories, LinkedIn, marketing partners, and referral partners, to the extent permitted by applicable law.

1.4. What we do not collect: Datanyx does not collect sensitive personal information such as government identification numbers, financial account details, health data, or biometric data through our website or standard marketing activities. If you are a platform customer, please refer to the DPA for information about how we handle data processed within the platform.

2. HOW WE USE YOUR INFORMATION

We use the personal information we collect for the following purposes:

2.1. To provide and manage our services: including creating and managing your account, fulfilling your requests, processing orders, and delivering the Datanyx platform.

2.2. To communicate with you: including responding to enquiries, sending product updates, invoices, support communications, and important notices about your account or our services.

2.3. To market our products and services: including sending promotional emails, invitations to events and webinars, and product news, where you have not opted out. You may opt out of marketing communications at any time by following the unsubscribe link in any email or by contacting us at legal@datanyx.com.



2.4. To improve our platform and website: including analysing how our website and platform are used, identifying technical issues, and developing new features and services.

2.5. To comply with legal obligations: including maintaining records required by law, responding to lawful requests from public authorities, and enforcing our agreements.

2.6. To protect our legitimate interests: including preventing fraud, ensuring the security of our systems, and defending legal claims.

3. LEGAL BASIS FOR PROCESSING

Where Applicable Data Protection Laws require us to identify a legal basis for processing your personal information, we rely on the following:

Contract: Processing is necessary to perform a contract with you or to take steps at your request prior to entering into a contract — for example, to provide you with the Datanyx platform under a signed agreement.

Legitimate interests: Processing is necessary for our legitimate business interests, such as improving our products, marketing to prospective customers, and maintaining the security of our systems, provided those interests are not overridden by your rights.

Legal obligation: Processing is necessary to comply with a legal obligation applicable to us.

Consent: Where we rely on consent, such as for certain marketing communications, you may withdraw your consent at any time by contacting us at legal@datanyx.com.

4. HOW WE SHARE YOUR INFORMATION

We do not sell your personal information. We may share your information in the following limited circumstances:

4.1. Service providers: We engage third-party service providers to assist with operating our business, including cloud hosting, email delivery, customer support, analytics, and payment processing. These providers are contractually required to protect your information and may only use it to perform services on our behalf.

4.2. Business transfers: If Datanyx is involved in a merger, acquisition, restructuring, or sale of all or part of its business, your personal information may be transferred as part of that transaction. We will notify you of any such change in accordance with applicable law.

4.3. Legal and regulatory requirements: We may disclose your personal information if required to do so by law, court order, or governmental authority, or where we reasonably believe disclosure is necessary to protect our rights, your safety, or the safety of others.

4.4. With your consent: We may share your information for other purposes where you have given your prior written consent.

5. DATA RETENTION

We retain personal information for as long as necessary to fulfil the purposes described in this Privacy Policy, unless a longer retention period is required or permitted by applicable law. The factors we consider when determining retention periods include:

- The nature of the information and the purpose for which it was collected
- Whether you are an active customer or have an ongoing relationship with us
- Legal, regulatory, or contractual obligations to retain the information
- Whether there is an unresolved complaint, dispute, or legal claim

When personal information is no longer required, we will securely delete or anonymise it.

6. YOUR PRIVACY RIGHTS

Depending on your location and applicable law, you may have the following rights with respect to your personal information:

Access: The right to request a copy of the personal information we hold about you.

Correction: The right to request correction of inaccurate or incomplete personal information.



Deletion: The right to request deletion of your personal information, subject to our legal obligations to retain certain records.

Restriction: The right to request that we restrict the processing of your personal information in certain circumstances.

Portability: The right to receive your personal information in a structured, commonly used format where processing is based on consent or contract.

Objection: The right to object to processing based on our legitimate interests, including direct marketing.

Withdrawal of consent: Where processing is based on consent, the right to withdraw that consent at any time without affecting the lawfulness of processing prior to withdrawal.

To exercise any of these rights, please contact us at legal@datanyx.com. We will endeavour to respond to all legitimate requests within one month. We may need to verify your identity before fulfilling your request. Where a request is complex or we have received a high volume of requests, we may extend this period by a further two months and will notify you accordingly.

Right to complain: If you are located in the EEA or the UK and you believe we have not addressed your concern satisfactorily, you have the right to lodge a complaint with the relevant data protection supervisory authority in your country of residence or place of work.

California residents: If you are a California resident, you may have additional rights under the CCPA/CPRA, including the right to know, the right to delete, the right to correct, and the right to opt out of the sale or sharing of personal information. Datanyx does not sell or share personal information as defined under the CCPA/CPRA. To submit a California privacy request, please contact legal@datanyx.com.

Virginia residents: If you are a Virginia resident, you may have rights under the Virginia Consumer Data Protection Act (CDPA), including the right to access, correct, delete, and obtain a portable copy of your personal data, and the right to opt out of targeted advertising. To exercise your CDPA rights, please contact legal@datanyx.com. If we decline your request, we will provide the reason in our



response. You may appeal our decision by responding in writing to that email within thirty (30) days of receiving our response.

7. INTERNATIONAL DATA TRANSFERS

Datanyx is based in the United States. If you are located outside the United States, please be aware that the personal information you provide to us may be transferred to and processed in the United States or other countries where our service providers operate. These countries may have data protection laws that differ from those in your country.

Where such transfers are subject to legal requirements, we will ensure appropriate safeguards are in place, which may include standard contractual clauses approved by relevant authorities or other recognised transfer mechanisms. If you would like more information about the safeguards we use for international transfers, please contact us at legal@datanyx.com.

8. COOKIES AND TRACKING TECHNOLOGIES

Our website uses cookies and similar technologies to improve your browsing experience, analyse site traffic, and support our marketing activities. A cookie is a small text file placed on your device when you visit our website.

8.1. Types of cookies we use:

Essential cookies: Required for the website to function correctly. These cannot be disabled.

Analytics cookies: Help us understand how visitors interact with our website so we can improve it. These may be disabled without affecting core functionality.

Marketing cookies: Used to track visits across websites and to deliver relevant advertising. You may opt out of these through your browser settings.

8.2. Managing cookies: You can control and delete cookies through your browser settings. Disabling certain cookies may affect the functionality of our website. For more information on managing cookies, please refer to your browser's help documentation.

8.3. Do Not Track: Our website does not currently respond to Do Not Track signals from browsers.

9. SECURITY

We implement appropriate technical and organisational measures to protect your personal information against unauthorised access, loss, disclosure, or destruction. These measures include access controls, encryption of data in transit, and regular security assessments.

No method of transmission over the internet or electronic storage is completely secure. While we take reasonable precautions, we cannot guarantee absolute security. In the event of a data breach affecting your personal information, we will notify you and relevant authorities as required by applicable law.

Automated decision-making: Datanyx does not make decisions about individuals based solely on automated processing that produce legal or similarly significant effects.

10. THIRD-PARTY LINKS

Our website may contain links to third-party websites or services. This Privacy Policy does not apply to those third-party sites. We are not responsible for the privacy practices of third parties and encourage you to review their privacy policies before providing any personal information.

11. CHILDREN'S PRIVACY

The Datanyx platform and website are intended for use by business professionals and are not directed at individuals under the age of 18. We do not knowingly collect personal information from minors. If we become aware that we have collected personal information from a minor, we will take steps to delete it promptly.

12. CHANGES TO THIS PRIVACY POLICY

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. When we make material changes, we will update the "Last Updated" date at the top of this policy and notify you by email or through a prominent notice on our website at least thirty (30) days



before the changes take effect. For non-material changes, the updated policy will be effective as of the date indicated at the top of this page.

We encourage you to review this Privacy Policy periodically to stay informed about how we protect your information.

13. CONTACT US

If you have any questions, concerns, or requests regarding this Privacy Policy or our privacy practices, please contact us:

Entity	Tekizma Inc., DBA Datanyx
Address	11921 Freedom Drive, Suite 550, Reston, VA 20190, United States
Privacy enquiries	legal@datanyx.com
Website	https://www.datanyx.com/legal/privacy-policy.pdf