



SMART MIRROR™ Privacy Policy

Background

SMART Mirror is a product of SMART Technologies ULC operated under contract by Display Note Technologies Limited. We understand that your privacy is important to you and that you care about how your personal data is used and shared online. We respect and value the privacy of everyone who visits this website and uses our products, like SMART Mirror™, or services and we will only collect and use personal data in ways that are described here, and in a manner that is consistent with Our obligations and your rights under the law.

Please read this Privacy Policy carefully and ensure that you understand it. Your acceptance of Our Privacy Policy is deemed to occur upon your first use of Our Services. If you do not accept and agree with this Privacy Policy, you must stop using Our Services immediately.

1. Definitions and interpretation

In this Policy, the following terms shall have the following meanings:

“Account” means an account required to access and/or use certain areas and features of Our Services;

“Cookies” means a small text file placed on your computer or device by Our Menu Services when you visit certain parts of Our Services and/or when you use certain features of Our Services. Details of the Cookies used by Our Services are set out in section 13, below;

“Our Services” means collectively the software products, online services, and websites owned and operated by us.

“Personal Data” means any and all data that relates to an identifiable person who can be directly or indirectly identified from that data. In this case, it means personal data that you give to Us via Our Services. This definition shall, where applicable, incorporate the definitions provided in the EU Regulation 2016/679 – the General Data Protection Regulation (“GDPR”); and

“We/Us/Our” means both or either as applicable: SMART Technologies ULC as owner (an unlimited liability corporation whose registered address is 3636 Research Road NW, Calgary, AB, T2L 1Y1, Canada) and Display Note Technologies Limited as operator (a limited company registered in Northern Ireland under company number NI610261, whose registered address is The Concourse 3 Building, Queens Road, Belfast, Northern Ireland, BT3 9DT, and whose main trading address is The Concourse 3 Building, Queens Road, Belfast, Northern Ireland, BT3 9DT.)

2. Information about us

2.1 SMART Mirror is a product of SMART Technologies ULC operated under contract by Display Note Technologies Limited.

3. What does this policy cover?



This Privacy Policy applies only to your use of Our Services. Our Services may contain links to other websites. Please note that We have no control over how your data is collected, stored, or used by other websites and We advise you to check the privacy policies of any such websites before providing any data to them.

4. Your rights

4.1 As a data subject, you have the following rights under the GDPR, which this Policy and Our use of personal data have been designed to uphold:

4.1.1 The right to be informed about Our collection and use of personal data;

4.1.2 The right of access to the personal data We hold about you (see section 12);

4.1.3 The right to rectification if any personal data We hold about you is inaccurate or incomplete (please contact Us using the details in section 14);

4.1.4 The right to be forgotten – i.e. the right to ask Us to delete any personal data We hold about you (We only hold your personal data for a limited time, as explained in section 6 but if you would like Us to delete it sooner, please contact us using the details in section 14);

4.1.5 The right to restrict (i.e. prevent) the processing of your personal data;

4.1.6 The right to data portability (obtaining a copy of your personal data to reuse with another service or organization);

4.1.7 The right to object to Us using your personal data for particular purposes; and

4.1.8 Rights with respect to automated decision-making and profiling.

4.2 If you have any cause for complaint about Our use of your personal data, please contact us using the details provided in section 14 and We will do Our best to solve the problem for you. If We are unable to help, you also have the right to lodge a complaint with the UK's supervisory authority, the Information Commissioner's Office.

4.3 For further information about your rights, please contact the Information Commissioner's Office or your local Citizens Advice Bureau.


5. What data do we collect?

Depending upon your use of Our Services, We may collect some or all of the following personal data (please also see section 13 on Our use of Cookies and similar technologies):

5.1 name;

5.2 date of birth;

5.3 business/company name



5.4 job title;

5.5 contact information such as email addresses and telephone numbers;

5.6 demographic information such as postcode, preferences, and interests;

5.7 financial information such as credit/debit card numbers;

5.8 IP address;

5.9 web browser type and version;

5.10 operating system;

5.11 a list of URLs starting with a referring site, your activity on Our Services, and the site you exit to;

6. How do we use your data?

6.1 All personal data is processed and stored securely, for no longer than is necessary in light of the reason(s) for which it was first collected. We will comply

with Our obligations and safeguard your rights under the GDPR at all times. For more details on security see section 7, below.

6.2 Our use of your personal data will always have a lawful basis, either because it is necessary for Our performance of a contract with you, because you have consented to Our use of your personal data (e.g. by subscribing to emails), or because it is in Our legitimate interests. Specifically, We may use your data for the following purposes:

6.2.1 Providing and managing your Account;

6.2.2 Providing and managing your access to Our Services;

6.2.3 Personalising and tailoring your experience with Our Services;

6.2.4 Supplying Our products and services to you (please note that We require your personal data in order to enter into a contract with you);

6.2.5 Personalising and tailoring Our products and services for you;

6.2.6 Replying to emails from you;

6.2.7 Supplying you with emails that you have opted into (you may unsubscribe or opt out at any time by clicking on the unsubscribed link within all emails or contacting

privacy@smarttech.com and privacy@displaynote.com

6.2.8 Market research;



6.2.9 Analysing your use of Our Services to enable Us to continually improve Our Services and your user experience;

6.3 With your permission and/or where permitted by law, We may also use your data for marketing purposes which may include contacting you by email, telephone, or post with information, news, and offers on Our products and services. We will not, however, send you any unsolicited marketing or spam and will take all reasonable steps to ensure that We fully protect your rights and comply with Our obligations under the GDPR and the Privacy and Electronic Communications (EC Directive) Regulations 2003.

6.4 Third parties (including Mailchimp and HubSpot) whose content appears on Our Services may use third-party Cookies, as detailed below in section 13. Please refer to section 13 for more information on controlling Cookies. Please note that We do not control the activities of such third parties, nor the data they collect and use, and advise you to check the privacy policies of any such third parties.

6.5 You have the right to withdraw your consent to Us using your personal data at any time and to request that We delete it.

6.6 We do not keep your personal data any longer than is necessary in light of the reason(s) for which it was first collected. Data will therefore be retained for the following periods (or its retention will be determined on the following bases):

6.6.1 Personal data that you have submitted and opted into within a website form or marketing mailing list be retained within our marketing mailing lists held in our marketing automation platforms, Mailchimp and HubSpot. By opting into a marketing list, you acknowledge that the information you provide will be transferred to Mailchimp for processing in accordance with their Privacy Policy and Terms.

6.6.2 By downloading whitepapers and eBooks from our resources page on Our Services and opting into a marketing list, you acknowledge that the information you provide will be transferred to HubSpot for processing in accordance with their Privacy Policy and Terms.

6.6.3 If you submit a form request to be contacted by our sales team or to book a demo, your personal data will be held within Zoho.com our CRM systems. You acknowledge that the information you provide will be transferred to Zoho.com for processing in accordance with their Privacy Policy and Terms.

6.6.4 Your data will be held for a minimum of 5 years or more and will be retained unless you choose to unsubscribe from our lists. You can unsubscribe at any time by clicking on the unsubscribe button in all emails from us or sending an email to:

privacy@smarttech.com and privacy@displaynote.com .

7. How and where do we store your data?

7.1 We only keep your personal data for as long as We need to in order to use it as described above in section 6, and/or for as long as We have your permission to keep it.

7.2 Some or all of your data may be stored outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). You are deemed to accept and agree to this by using Our Services and submitting information to Us. If We do store data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR.

7.3 Data security is very important to Us, and to protect your data We have taken suitable measures to safeguard and secure data collected through Our Services.

8. Do we share your data?

8.1 We may sometimes contract with third parties to supply services to you on Our behalf. These may include payment processing, delivery of goods, search engine facilities, advertising, and marketing. In some cases, third parties may require access to some or all of your data. Where any of your data is required for such a purpose, We will take all reasonable steps to ensure that your data will be handled safely, securely, and in accordance with your rights, Our obligations, and the obligations of the third party under the law.

8.2 We may compile statistics about the use of Our Services including data on traffic, usage patterns, user numbers, sales, and other information. All such data will be anonymized and will not include any personally identifying data, or any anonymized data that can be combined with other data and used to identify you. We may from time to time share such data with third parties such as prospective investors, affiliates, partners, and advertisers. Data will only be shared and used within the bounds of the law.

8.3 The third-party data processors used by Us and listed below are located outside of the European Economic Area (“the EEA”) (The EEA consists of all EU member states, plus Norway, Iceland, and Liechtenstein). Where We transfer any

personal data outside the EEA, We will take all reasonable steps to ensure that your data is treated as safely and securely as it would be within the UK and under the GDPR including:

8.3.1 Mailchimp – is used as our marketing automation platform. By opting into a marketing list, you acknowledge that the information you provide will be transferred to Mailchimp for processing in accordance with their Privacy Policy and Terms.

8.3.2 HubSpot – is used as our second marketing automation platform. By downloading whitepapers and eBooks from our resources page on Our Services and opting into a marketing list, you acknowledge that the information you provide will be transferred to HubSpot for processing in accordance with their Privacy Policy and Terms.

8.3.3 Zoho.com – Zoho CRM is used for our customer relationship management system. If you submit a form request to be contacted by our sales team or to book a demo, your personal data

will be held within Zoho.com our CRM systems. You acknowledge that the information you provide will be transferred to Zoho.com for processing in accordance with their Privacy Policy and Terms.

8.4 In certain circumstances, We may be legally required to share certain data held by Us, which may include your personal data, for example, where We are involved in legal proceedings, where We are complying with legal requirements, a court order, or a governmental authority.

9. What happens if our business changes hands?

9.1 We may, from time to time, expand or reduce Our business and this may involve the sale and/or the transfer of control of all or part of Our business. Any personal data that you have provided will, where it is relevant to any part of Our business that is being transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this Privacy Policy, be permitted to

use that data only for the same purposes for which it was originally collected by Us.

9.2 In the event that any of your data is to be transferred in such a manner, you will be contacted in advance and informed of the changes. When contacted you will be given the choice to have your data deleted or withheld from the new owner or controller.

10. How can you control your data?

10.1 In addition to your rights under the GDPR, set out in section 4 when you submit personal data via Our Services, you may be given options to restrict Our use of your data. In particular, We aim to give you strong controls on Our use of your data for direct marketing purposes (including the ability to opt-out of receiving emails from Us which you may do by unsubscribing using the links provided in Our emails and at the point of providing your details to

privacy@smarttech.com and privacy@displaynote.com and by managing your Account.

10.2 You may also wish to sign up for one or more of the preference services operating in the UK: The Telephone Preference Service (“the TPS”), the Corporate Telephone Preference Service (“the CTPS”), and the Mailing Preference Service (“the MPS”). These may help to prevent you from receiving unsolicited marketing. Please note, however, that these services will not prevent you from receiving marketing communications that you have consented to receive.

11. Your right to withhold information

11.1 You may access Our Services without providing any data at all. However, to use all features and functions available on Our Services you may be required to submit or allow for the collection of certain data.

11.2 You may restrict Our use of Cookies. For more information, see section 13.

12. How can you access your data?

You have the right to ask for a copy of any of your personal data held by Us (where such data is held). Under the GDPR, no fee is payable, and We will provide any and all information in response to your request free of charge. Please contact Us for more details at privacy@smarttech.com and privacy@displaynote.com, or using the contact details below in section 14.

13. Our use of Cookies

13.1 Our Services may place and access certain first-party Cookies on your computer or device. First-party Cookies are those placed directly by Us and are used only by Us. We use Cookies to facilitate and improve your experience of Our Services and to provide and improve Our products and services. We have carefully chosen these Cookies and have taken steps to ensure that your privacy and personal data are protected and respected at all times.

13.2 By using Our Services you may also receive certain third-party Cookies on your computer or device. Third-party Cookies are those placed by websites, services, and/or parties other than Us. Third-party Cookies are used on Our Services for website analytics only. For more details, please refer to section 6, above, and to section 13.6 below. These Cookies are not integral to the functioning of Our Services and your use and experience of Our Services will not be impaired by refusing consent to them.

13.3 All Cookies used by and on Our Services are used in accordance with current Cookie Law.

13.4 Before Cookies are placed on your computer or device, you will be shown a pop-up requesting your consent to set those Cookies. By giving your consent to the placing of Cookies you are enabling Us to provide the best possible experience and service to you. You may, if you wish, deny consent to the placing of Cookies; however certain features of Our Services may not function fully or as intended.


13.5 Cookies may be placed on your computer or device so please review our Cookie policy.

13.6 Our Services use analytics services provided by Google Analytics, HubSpot, Zopim, Pubmatic, and Casalemedia. Website analytics refers to a set of tools used to collect and analyze anonymous usage information, enabling Us to better understand how Our Services are used. This, in turn, enables Us to improve Our Services and the products and services offered through it. You do not have to allow Us to use these Cookies, however, whilst Our use of them does not pose any risk to your privacy or your safe use of Our Services, it does enable Us to continually improve Our Services, making them a better and more useful experience for you.

13.7 The analytics service(s) used by Our Services use(s) Cookies to gather the required information.

13.8 The analytics service(s) used by Our Services use(s) Cookies, so please see our Cookie policy.

13.9 In addition to the controls that We provide, you can choose to enable or disable Cookies in your internet browser. Most internet browsers also enable you to choose whether you wish to disable all cookies or only third-party Cookies. By default, most internet browsers accept Cookies,



but this can be changed. For further details, please consult the help menu in your internet browser or the documentation that came with your device.

13.10 You can choose to delete Cookies on your computer or device at any time, however, you may lose any information that enables you to access Our Services more quickly and efficiently including, but not limited to, login and personalization settings

13.11 It is recommended that you keep your internet browser and operating system up-to-date and that you consult the help and guidance provided by the developer of your internet browser and manufacturer of your computer or device if you are unsure about adjusting your privacy settings.

14. Contacting us

If you have any questions about Our Services or this Privacy Policy, please contact us by email at privacy@smarttech.com and privacy@displaynote.com ,

by telephone at Toll free 1 888 42SMART (1 888 427 6278) or Display Note at 02890 730 480.

15. Changes to our Privacy Policy

We may change this Privacy Policy from time to time (for example, if the law changes). Any changes will be immediately posted on Our Services and you will be deemed to have accepted the terms of the Privacy Policy on your first use of Our Services following the alterations. We recommend that you check this page regularly to keep up-to-date.

Need Help? Contact Support: <https://www.smarttech.com/en/connect-with-smart/contact-support>

