

# DATA MANAGEMENT CONFERENCE

## Malibu Platform

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## 1. Data controller data

Data Controller:

Ride As A Future S. R. L.

Head office:

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## 2. The purpose of data management

The Malibu Platform is a SaaS service that allows you to:

- web pages creation and operation;
  - webshop operation;
  - appointment booking management;
  - passes, tickets and memberships treatment;
  - contact form operation;
  - marketing campaigns conducted;
  - customer communications (email, SMS);
  - user content management;
  - assessment of display;
  - file and media storage.
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## 3. Scope of managed data

The following personal data may be:

- name
  - email address
  - phone number
  - billing information
  - shipping data
  - IP address
  - booking information
  - order history
  - user content
  - uploaded pictures and videos
  - marketing contribution data
  - cookie identifiers
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## 4. Data management is the legal basis for

The data controller is the legal basis:

- the performance of the contract (gdp is 6. (1) b));
  - a legal obligation (billing, tax);
  - legitimate interest (system safety, abuse prevention);
  - contribution (marketing communication, apartments).
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## 5. Data transmission and data processing are

The Malibu, the operation of the following data processing you can use:

- Hosting is the storage and database
- Stripe – payment treatment
- Twill of SMS service
- Mailgun – email send
- Obl I don't know – invoicing

The data processing is only to operate the service to the extent necessary to access data.

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## 6. Data storage location

The data within the European Union will be stored (hosting the EU servers).

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## 7. Data retention time

The personal data of the system:

- to active your account in the case of continuously stored;
  - delete account after 60 days of preserves;
  - subsequently permanently deleted or rendered anonymous.
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## 8. User rights

Stakeholders are entitled to:

- to request access to their data;
  - corrigendum to ask;
  - deletion request ("forgotten word");
  - data management limitation to ask;
  - data portability request a;
  - object data management against.
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## 9. Marketing communication

Marketing messages (email, SMS) only:

- proper legal basis;
- based on consent;

can be sent.

The user is responsible for his own marketing databases legality.

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## **10. Automated decision-making**

The Malibu doesn't apply solely automated decision-making, which produce legal effects would have on the subjects.

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## **11. Data security**

The Service appropriate technical and organisational measures to protect your information, including:

- encrypted data connections;
  - eligibility for treatment;
  - access-control.
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## **12. Data protection incident**

Data protection incident in the event of the service Provider without undue delay, notify those concerned and the authorities, if necessary.

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# **COOKIE INFORMATION**

## **Malibu Platform**

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## **13. What are cookies?**

Cookies (cookies) are small data files that your browser stores the user's device.

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## **14. What cookies do we use?**

The Malibu Platform, the following types of cookies you can use:

### **14.1 necessary cookies**

This website functioning is essential:

- log in treatment;
- security;
- session management.

## 14.2 Functional cookies

- user setting saving;
- preferences are stored.

## 14.3 Analytical cookies

- visitor statistics;
- system usage analysis.

## 14.4 Marketing cookies

At the user's own discretion, integrate:

- Google Analytics
  - Meta Pixels
  - other marketing tracking code extensions
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# 15. Third party cookies

The Malibu allows external service providers of the codes of the use of cookies may be deposited.

For these cupcakes, the service Provider shall not be liable.

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# 16. Manage cookies

The cookies can be deleted or be blocked in the browser settings.

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# 17. User responsibility

The user is responsible on his own website:

- lawful cookie usage happen;
  - appropriate information about visitors;
  - if necessary contribution request.
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# 18. Connection

Privacy-related questions:

[hello@getmalibu.io](mailto:hello@getmalibu.io)

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