



# Keymetrics®

## PERSONAL DATA COLLECTION STATEMENT

**Effective Date : 25 May 2018**

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## OVERVIEW

### Introduction

Keymetrics needs to gather and use certain information about individuals using its services.

This policy describes why this personal data is collected, how it is handled and stored to

meet the company's data protection standards – and to comply with the law.

Keymetrics also use third party services referenced as **Data Processors** for a part of the personal data. Note that all Data Processor that we rely on are subject to the GDPR regulation.

### Why this statement exists

This statement aims to ensure that individuals are aware that their data is being processed, and that they understand:

1. *What information is being collected and why is it being stored?*
2. *Who is storing it and how do Keymetrics use it?*
3. *How the data is being stored on specific services?*
4. *How to exercise their rights (subject access requests)?*

## 1. WHAT INFORMATION IS BEING COLLECTED AND WHY IS IT BEING STORED ?

### Mission Critical Data

To use any of the Keymetrics services, you must first register to our platform, in this case you must enter some of your personal information:

- Email address
- Username

You may use third party authentication (for example: Github or Google), in which case we retrieve exactly the same information to be able to authenticate you.

### Other Personal Data

We also collect other personal data that are non-critical for our services, sorted by why we collect them:

For marketing/sales :

- Phone number (the collection is optional, the user isn't forced to give it)
  - We collect it for sales prospections
  - Stored in **Intercom**
- Company name
  - We collect it for sales prospections
  - Stored in **Intercom**

- Job title
  - We collect it for sales prospections
  - Stored in **Intercom**
- IP address
  - When installing PM2, you retrieve an [empty package](#) from our servers
  - We collect them for sales prospections
  - Stored in our own servers

For engineering :

- IP address
- When you make a request to any of our websites, all the metadata about the request are stored for performance & security monitoring.
- Stored in our servers.

## 2. WHO IS STORING IT AND HOW IS IT USED BY KEYMETRICS?

### Main Data Processors

Once collected and in order to identify you, Keymetrics then re-use these personal data stored on 3<sup>rd</sup> party **Data Processor** as :

- **Segment** (used to identify you on other analytics platforms) :
  - **Intercom** (used as a CRM for Marketing & Sales Team)
  - **Full story** (used to see how our users are using our products)
  - **Amplitude** (used to make graphic about how our users are using our products)
  - **Zendesk** (used to know who you are when requesting help)
  - **Sendgrid** (used to send you notifications emails for our product, but not about Marketing)
  - **Profitwell** (used to contact user about their credit card expiration)

### Data Processor for specific products

It is possible that you need to enter your credit card details to be able to use a specific product. In this case, as we do not store on Keymetrics servers these data, we rely on a **Data Processor**:

#### Stripe

However, Stripe share some of your personal data with other **Data Processor** (as configured by Keymetrics):

Last four credit card number

The firstname & lastname on your card

The address on your card

These data are shared with:

- **Chartmogul** (used for business analytics)

### 3. HOW THE DATA IS BEING STORED ON SPECIFIC SERVICES?

#### Tracking

On specific services (for instance pm2.io website), you may find some **trackers** used for analytics, we used them to better understand our audience and what they need.

All of this tracking is **optional**; you can **opt-out anytime** by clicking on “Cookie Policy” at the bottom left of our websites.

All the tracking is also **anonymous**, so we do not collect anything that could identify you.

Here are the list :

- **Google Analytics** (used to know how many people come on our websites)
- **Segment** (used to broadcast event on other analytics platforms) :
  - **Intercom** (used as a CRM for Marketing & Sales Team)
  - **Full story** (used to see how our users are using our products)
  - **Amplitude** (used to make graphic about how our users are using our products )

### 4. HOW TO EXERCISE YOUR RIGHTS?

#### Subject access request

All individuals who are the subject of personal data held by Keymetrics are entitled to:

- Ask **what information** the company holds about them and why.
- Ask **how to gain access** to it.
- Be informed **how to keep it up to date**.

- Be informed how the company is **meeting its data protection obligations**.

If an individual contacts the company requesting this information, this is called a subject access request.

Subject access requests from individuals should be made by email, addressed to the data controller at **privacy@keymetrics.io**. The data controller can supply a standard request form, although individuals do not have to use this.

The data controller will aim to provide the relevant data within 14 working days.

The data controller will always verify the identity of anyone making a subject access request before handing over any information.

### Violation of privacy

In the event where you believe we violate your privacy about your personal data or anything related about you privacy using our services, you can contact our **Data Protection Officer**:

[security@keymetrics.io](mailto:security@keymetrics.io) or [privacy@keymetrics.io](mailto:privacy@keymetrics.io)