



# Privacy Notice – Mavenlink Controlled Personal Data

## Introduction

Mavenlink has adopted a comprehensive program to safeguard and protect the personal data it processes relating to identified or identifiable individual persons with whom, or representing other companies with whom, Mavenlink has or seeks to have business relationships in support of the business of Mavenlink (“Mavenlink Controlled Personal Data”).

This Notice does not apply to personal data relating to employees, applicants for employment, and temporary contractors providing services to Mavenlink, or others in relationships with such persons that are relevant to their relationship with Mavenlink, such as for global mobility, emergency contact, and benefits purposes. For information regarding Mavenlink processing of such data, see the Mavenlink Privacy Notice.

In the normal course of business activities, Mavenlink provides services for clients that result in Mavenlink processing personal data on behalf of those clients. In many cases, Mavenlink acts as a data processor on behalf of the client, which is the data controller of certain personal data, known as “Services Personal Data,” provided to Mavenlink for Mavenlink’s processing on the client’s behalf. This Notice does not apply to such processing. The processing of Services Personal Data will be carried out by Mavenlink in accordance with the terms of the relevant contract or contracts between Mavenlink and the client that provides the personal data to Mavenlink for processing.

For additional information, see also the <https://www.mavenlink.com/privacy-policy>

The term “processing” is used in this Notice to cover all activities involving Mavenlink Controlled Personal Data, including, but not limited to: collecting, handling, updating, storing, deleting, sharing, accessing, using, transferring, and disposing of the Mavenlink Controlled Personal Data.

“Personal data” means any information that relates to or identifies an individual person that is collected and processed in the context of the individual’s working relationship with Mavenlink, and the “data subject” of the personal data is the person to which the information relates or identifies. The term “controller” as used in this Notice describes the situation in which Mavenlink may determine how and why the personal data is processed.

The controller for Controlled Personal Data is the Mavenlink company to which the data subject or the employer of the data subject has provided the personal data.

## Description of Data Processing

This Notice is directed to those persons who are the data subjects of Mavenlink Controlled Personal Data. The subject of this Notice is personal data controlled and processed by Mavenlink related to sales, marketing, and application performance purposes.

The Mavenlink Controlled Personal Data may have been provided to Mavenlink directly by the person to whom it relates, or by another person or company, such as the vendor or customer that employs the subject of the data and with whom Mavenlink has a business relationship.



For more detailed information on the categories of data processed, the purposes of processing, and the legal basis on which Mavenlink relies to process Controlled Personal Data, please consult the Appendix to this Notice.

## Security

Mavenlink is committed to the confidentiality and security of the Mavenlink Controlled Personal Data. Mavenlink's systems and facilities in which the Mavenlink Controlled Personal Data are processed are protected by secure network architectures that contain firewalls and intrusion detection devices. Access to the Mavenlink Controlled Personal Data is limited to those individuals who need the information to perform their job duties.

## Choices and Rights

Mavenlink Controlled Personal Data subjects may request further details regarding Mavenlink's processing of their Mavenlink Controlled Personal Data in accordance with local, applicable law. Further, such data subjects are entitled, in certain circumstances, to review their Mavenlink Controlled Personal Data and to request appropriate rectification, erasure, portability or restriction of their Controlled Personal Data. Where applicable, data subjects have the right to object to processing based on legitimate interests and/or to withdraw consent where consent forms the legal basis for processing. These rights may be limited, for example, if fulfilling a request would reveal personal data of another person, or if the processing is required by law or other compelling legitimate interest. Subject to applicable law, data subjects may have the right to complain to a data protection authority.

It is the responsibility of Mavenlink Controlled Personal Data subjects to request such benefits by contacting Mavenlink @ [privacy@mavenlink.com](mailto:privacy@mavenlink.com)

Mavenlink will retain Controlled Personal Data only for as long as needed. This may include: Mavenlink's legitimate interests or other processing in accordance with applicable law, e.g. to perform a requested service, to meet a legal requirement, etc.

## Contact Us

The purpose of this Notice is to provide Mavenlink Controlled Personal Data subjects the appropriate details regarding specific Mavenlink Controlled Personal Data which may be processed by Mavenlink. This includes how Mavenlink collects and uses such Mavenlink Controlled Personal Data. If you are a Mavenlink Controlled Personal Data subject and have any questions related to Mavenlink processing of your personal data, please send your inquiries to:



## Mavenlink Privacy Office

Mavenlink

6501 Irvine Center Drive #250

Irvine, CA 92618

[privacy@mavenlink.com](mailto:privacy@mavenlink.com)

## APPENDIX

### Description and Uses of Mavenlink Controlled Personal Data that is not Employee Personal Data

#### Purposes of the Processing

With respect to data subjects whose personal data is processed by Mavenlink as Mavenlink Controlled Personal Data, for example, related to sales, marketing, and application performance purposes, the personal data may be transferred and processed for the following purposes:

Purposes of Processing		Legal ground(s) for use
Designing, evaluating, benchmarking, and administering	Sales and marketing campaigns	Mavenlink relies on: <ul style="list-style-type: none"> <li>• Consent to collect any information provided directly and to send promotional material;</li> <li>• Mavenlink's legitimate interests in developing and improving products and services; and</li> <li>• The need to process data in order to provide a requested product or service.</li> </ul>
	Offers of products and services, and contracting	
	Education, training and awareness programs	
	End user satisfaction	
Monitoring, auditing, and reviewing:	Communications and information on company systems, including email and website usage	Mavenlink relies on: <ul style="list-style-type: none"> <li>• Mavenlink's legitimate interests in protecting the integrity of Mavenlink's services; and</li> <li>• Mavenlink's legitimate interests and legal obligations</li> </ul>
	Compliance with company policies, procedures, and processes	
	Contractual obligations around application performance	