



GDPR Statement of Compliance at Tier1CRM

July 2018

Contents

1	GDPR Statement of Compliance at Tier1CRM	2
2	Purposes for which we process Personal Data	2
3	International transfer of Personal Data	2
4	Customer rights relating to Personal Data.....	3
5	Contacting us.....	3

1 GDPR Statement of Compliance at Tier1CRM

Tier1CRM complies with the provisions of GDPR both in our capacity as Data Controller of our customers' personal data and as Data Processor for customers of our CRM.

2 Purposes for which we process Personal Data

We collect and process Personal Data for a variety of purposes, including:

- name and contact details to provide information about our products, manage registration and attendance at our events, provide customer support, or when we otherwise communicate with customers;
- billing information to complete transactions with customers when purchasing our products or services;
- to comply with our legal obligations under applicable laws and cooperate with public and government authorities.

We only collect and process Personal Data to the extent it is necessary for fulfilling these purposes and where we can rely on a legal ground for such processing as set out in our full Privacy Statement. Where required, we will ask you for your prior consent.

3 International transfer of Personal Data

To facilitate our business practices, Personal Data may be collected, transferred to and stored by Salesforce in countries including the United States and outside the European Economic Area (EEA). As described in the "International transfer of Personal Data" section of Salesforce's full Privacy Statement, they have implemented safeguards to ensure an adequate level of data protection where Personal Data is transferred to countries outside the EEA such as standard contractual clauses for the transfer of Personal Data as approved by the European Commission (Art. 46 GDPR).

4 Customer rights relating to Personal Data

Customers have certain rights regarding Personal Data, subject to applicable data protection laws, including the following:

- to access Personal Data held by us (right to access);
- to rectify inaccurate Personal Data and ensure it is complete (right to rectification);
- to erase/delete Personal Data to the extent permitted by other legal obligations (right to erasure; right to be forgotten);
- to restrict our processing of Personal Data (right to restriction of processing);
- to transfer Personal Data to another controller to the extent possible (right to data portability);
- to object to any processing of Personal Data carried out on the basis of our legitimate interests (right to object). Where we process Personal Data for direct marketing purposes or share it with third parties for their own direct marketing purposes, customers can exercise the right to object at any time to such processing without having to provide any specific reason for such objection;
- not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects ("Automated Decision-Making"); Automated Decision-Making currently does not take place on our websites;
- to the extent we base the collection, processing and sharing of Personal Data on customer's consent, to withdraw consent at any time, without affecting the lawfulness of the processing based on such consent before its withdrawal.

5 Contacting us

To exercise your rights regarding your Personal Data, or if you have questions regarding our privacy practices, please mail us at:

Tier1CRM Data Protection Officer
2300 Yonge Street, Suite 2800
Toronto, ON M4P 1E4
Email: privacy@tier1crm.com

If you believe that we have not been able to assist with your complaint or concern, and you are located in the EEA, you have the right to lodge a complaint with the competent supervisory authority.