

## Privacy policy

### At Shoreline, data security has been important since day one.

In order to give you a great experience with our website, we collect some personally identifiable information. We also maintain some personal data in a customer relationship management system to better understand you and your needs and help us find solutions that improve your business.

When it comes to the Shoreline software itself, strong privacy controls and information security have been built in, by design.

We collect the least amount of data possible and only with your consent. We don't sell or redistribute your information to third parties and, along with our third-party service providers, we do our best to maintain the security of your information.

Contact us at [privacy@shoreline.no](mailto:privacy@shoreline.no) if you have questions about this policy or what User Personal Information Shoreline maintains about you.

Our privacy policy contains:

- What information we collect and why
  - From website browsers
  - Through Google Analytics
  - For subscriptions and support
  - For customer relationship management
  - Within Shoreline software
- Cookies
- Email communication
- Keeping your information safe
- Access and correction

*Written after on-site and phone consultations and delivered along with a series of recommendations to help Shoreline take steps towards ensuring GDPR compliance*

### What information we collect and why

#### From website browsers

If you're browsing the Shoreline website, we obtain the same necessary information that most sites collect, using standard internet technologies like cookies (see below) and web server logs.

This information we collect from everybody, whether or not they have subscribed to our newsletter or have a contractual relationship with Shoreline. The information collected includes the visitor's browser type, language preference, referring site, additional websites requested and the date and time of each visitor request, in addition to potentially personally-identifying information like Internet Protocol (IP) addresses.

We collect this information to understand better how our visitors use our websites and to monitor and protect their security.

#### Through Google Analytics

We use Google Analytics to track and measure site traffic, which helps us make improvements and better understand our users. Google Analytics gathers non-personally identifying information about your visits to the Shoreline website, such as your browser type, referring and exit pages, internet service provider and time stamp, along with potentially personally-identifying information like Internet Protocol (IP) addresses.

We do not use Google Analytics to track individuals or monitor their use of our sites, nor do we allow any third party to individually track our users or correlate your IP address with your identity. [Google provides further information about its own privacy practices](#) and offers a browser add-on to opt out of Google Analytics tracking.

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### **For subscriptions and support**

Subscribing to our email list requires some necessary information, for instance, email address, and name. This may be considered "User Personal Information," as there is the possibility that it could, alone or together with other information, personally identify someone.

Likewise, we may need some Personal User Information to support you as you use Shoreline's solutions.

We use [MailChimp](#) for newsletter management, and [Help Scout](#) and [Slack](#) to support users, all of which have their own privacy policies. These systems may contain your email address, name and some additional personal information you provide for us to deliver the services you request.

If you want to know what User Personal Information we have stored in these systems, please contact us at [privacy@shoreline.no](mailto:privacy@shoreline.no). While a business or legal obligations may prevent us from deleting your information, you can always ask us to correct it.

### **For customer relationship management**

To keep track of user accounts, we use [Salesforce](#) for general client/customer relationship management. This system may contain your email address, name and some additional User Personal Information you provide. We periodically review Personal User Information stored within Salesforce and remove data as necessary.

Contact us at [privacy@shoreline.no](mailto:privacy@shoreline.no) if you want a copy of your Personal User Information from Salesforce and if you want us to correct or delete it.

### **Within Shoreline software**

To give you access to our software for superior simulation solutions, we need a certain amount of User Personal Information to create your account and to provide the services you request.

When Shoreline acts as a data processor for clients, our products integrate Personal User data directly from these clients and at their explicit request. The client is responsible for the accuracy and completeness of Personal User Information they provide us, as well as for any modifications or deletions.

All information is encrypted within the Shoreline software and securely stored on servers within the EU. We use Amazon Web Services, which has its own policy on [Data Privacy](#).

### **Cookies**

Cookies are small files transferred to your computer's hard drive through your web browser (when enabled) that allow the site's or service provider's systems to recognise your browser and capture and remember specific information.

We use cookies to give you the best experience on our website by, for example, remembering your settings and gathering usage statistics. Your continued use of the Shoreline website lets us know that you're okay with that.

You can use your browser settings to limit or disallow the use of cookies, although this may disable useful features of the website.

### **Email communication**

If you've subscribed to the Shoreline newsletter, indicated that you'd like to receive notifications from us or asked for support, we use your email address to communicate with you. We always make sure you can opt out of email communications or unsubscribe and never sell or re-distribute our users' email addresses.

We use [Help Scout](#), [MailChimp](#), [Salesforce](#) and [Slack](#) to manage our customer information and newsletters and they also take user privacy very seriously. You can read their policies on their respective websites, linked above.

We may occasionally send you emails about Shoreline events and news, new features, requests for feedback or necessary policy changes. You can opt out of email communication at any time by using the unsubscribe link in emails from us or by contacting us at [privacy@shoreline.no](mailto:privacy@shoreline.no).

To make our messages more meaningful and check that we're not sending things you don't want, we might include pixel tags in emails. A pixel tag is a small, clear image that can tell us whether or not you have opened an email and what your IP address is. Please opt out of emails from Shoreline if you prefer not to receive pixel tags.

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### Keeping your information safe

Shoreline takes all measures reasonably necessary to protect all our users' information from unauthorised access, alteration or destruction, maintain data accuracy and ensure appropriate use. We follow generally accepted industry standards to safeguard whatever personal information our users give us.

While we cannot guarantee the absolute security of information as no method of electronic transmission or storage can be 100% secure, the third-party services Shoreline uses to store user data, such as [Amazon Web Services](#), [Google Analytics](#), [Help Scout](#), [MailChimp](#), [Salesforce](#) and [Slack](#), all have the expertise and infrastructure to keep such data secure and ensure availability.

In the unlikely event of a data breach, the Shoreline CTO is responsible for contacting all impacted parties or their representatives within 72 hours. This contact would include what User Personal Information was affected and what steps will be taken to ensure such a breach does not occur again.

### Access and correction

You are welcome to contact Shoreline via email at [privacy@shoreline.no](mailto:privacy@shoreline.no) to ask for a copy of any Personal User Information we maintain about you, as well as to ask for it to be corrected or deleted.



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