

Technology Privacy Policy

Latest Update: April 20, 2023

This Privacy Policy explains how we process your personal data when you use our solutions described on our website, such as our mobile applications, web-based user interfaces, transcoding, delivery, content management, scheduler and analytics services (the “**Technology**”). More specifically, the Haivision Technology includes products and services such as Haivision Media Gateway, the Makito series, Pro series, and StreamHub.

This Privacy Policy does not apply to your use of our website and participation in our marketing activities. You can read the Haivision Website Privacy Policy located at <https://www.haivision.com/legal/privacy-and-cookies/> which governs this use and participation.

This Privacy Policy does not apply to third parties and to third-party applications, websites, and services. These third parties process personal data in accordance with their respective privacy policies.

We process personal data on behalf of the clients with whom we enter into contractual agreements to do so. Under European privacy laws, we are considered a processor of personal data, and our clients are responsible for ensuring that they have an appropriate lawful basis for processing your personal data. However, in some limited cases, such as for customer relationship management and marketing of the Haivision Technology, we may be a controller, which means that we are responsible for determining the lawful basis for processing your personal data under European Laws. If so, we identified the applicable lawful basis in this Privacy Policy.

What personal data do we process, and for which reasons?

We collect the following types of personal data to provide our clients with the Technology, based on our agreements with them. We also process personal data for the purpose of managing our relationship with our clients and marketing the Technology.

Some of the Technology is hosted locally by our clients, or the personal information may reside on appliances which Haivision cannot access. For instance, Haivision Media Platform does not involve any data collection from the appliance by Haivision, and support requests may require clients to share web server logs and electronic data for troubleshooting issues. Inversely, some devices like StreamHub allow for configuring local copies and copies in various cloud storage services selected by clients, which may include the cloud storage services offered by Haivision.

Table:1	
Types of information	Purpose
Identification data (names, e-mail address, username, subscription ID) Electronic data (crash reports, web server logs) Communication data (content of live chat conversations)	Technical support Managing support tickets
Business contact data (e-mail address, workplace, etc.)	Customer relationship management (e.g., to track transactions, licenses, purchases, and opportunities) If you are located in the European Union, please note that we process business contact information for this

Table:1	
Types of information	Purpose
	purpose based on our legitimate interests to manage our relationship with clients and identify opportunities.
Credential data (username, passwords) Identification data (e-mail address)	Secure authentication (e.g., multi-factor authentication, e-mail verification)
Identification Data (e-mail address, phone numbers)	Notification functionalities Some Technology offer opt-in SMS and e-mail notifications as part of certain functionalities. If our customers are using these functionalities, we process the information required for providing the functionalities on their behalf.
Usage Data (bugs, logs, etc.) Analytic Data (performance and traffic data) Electronic Data Performance (crash reports, logs)	Performance management Improvements of the Technology. If you are located on the European Union, we process such personal data based on our (crash reports, logs) legitimate interests to ensure the maintenance of the Haivision Technology.
Identification data (name, e-mail address, title, picture)	Personalization of the User Interface
User Generated Media (videos, voices, images, recordings, metadata)	To provide with you with the Technology (e.g., to create, share, analyze and distribute media content such as video)

What cookies and similar tracking technologies do we use?

Cookies are little data files installed on your device (a computer tablet or mobile for instance) to fulfill several purposes. In this Privacy Policy, when we use the term cookies, we also imply similar tracking technologies such as tracking pixels (or pixels tags), web beacons and browser fingerprinting. Some of the Haivision Technologies use analytic tracking technologies to provide reporting and business intelligence. We may also use essential and functional cookies; however, we do not perform interest-based marketing using retargeting cookies in the Haivision Technology.

You can control your preferences for cookies, such as by changing your browser's setting to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit. Click on your browser for more information:

- [Google](#)
 - You can also browse on Incognito Mode while using Chrome.
- [Firefox](#)
- [Safari](#)

- [Microsoft Edge](#)

Where do we store your personal data?

We may use data centers located around the world, and your personal data may be hosted on servers located outside of the country where you live. By your use of certain Technology, you may allow your personal data may be shared internationally as a result of the broadcasting and streaming functionalities. Personal data may include types identified in Table 1 above.

If you are in the European Union, we are required to ensure that appropriate safeguards are in place prior for transferring your personal data out of the European Union. We do so through standard contractual clauses or through other safeguards when they are lawfully available.

For how long do we retain your personal data?

We keep your personal data for as long as required to achieve the purpose of the collection or as required by applicable laws, whichever is longer. When we are not responsible for determining retention periods, we comply with the documented instructions of our clients, such as through contractual obligations.

How do we protect your personal data?

The Haivision Technology uses AES 128- & 256-bit encryption, SSO & LDAP to protect user content in transmission, along with Secure Reliable Transport (SRT) technology for end-to-end security. We use reputable cloud hosting companies with redundancy and several information security certifications.

Some of our products, such as Makito series, protect the identity of users through standardized and impersonal Haivision accounts. These measures protect the privacy of users. Our products are provided with documentation on how to change default factory passwords. We strongly recommend that you change the default factory passwords for these devices.

With whom do we share your personal data?

We do not sell personal data and we do not share the personal data collected as part of the Technology for other reasons than to provide or administer the Technology, except if required by the law or as set forth below. We share your personal data with the following categories of recipients.

Category	Explanations
Service providers	We may use service providers to provide you with the Technology. These service providers include cloud service providers, such as Microsoft Azure. You can read Microsoft Azure's Privacy Policy here .
Law enforcement	We may receive requests from law enforcement or the authorities to access personal data. Whenever permitted by law, we advise our users or clients before. We also validate that the request is legitimate before responding.
Affiliates	Haivision is a group of companies with affiliates located worldwide. Your personal data may be processed by our affiliates to provide you with the Haivision Technology.

What rights do you have over your personal data?

Your rights differ depending on where you are located in the world.

In most locations, you can access and rectify your personal data.

Depending on where you are located, including in the European Union, you may also benefit from additional rights including:

- The right to revoke your consent when processing is based on consent;
- The right to object to the processing of your personal data;
- The right to restrict the processing of your personal data;
- The right to data portability, which means that your personal data is provided to you or a third party in normal format to allow you to re-use them, including with another provider;
- The right to have automated decisions being reviewed by a human in some cases, and some rights over profiling.

All of these rights are subject to limitations in the law, so if we cannot comply, we will respond to you and let you know why. We will respond to any of your requests within 30 days. In some cases, we may need additional information to validate your identity, in which case, we will use it only for this reason and delete it after. We do not charge any fees for you to exercise your rights.

You always have the right to lodge a complaint to the local authorities if you disagree with how we handle your personal data. We would, however, appreciate the chance to deal with your concerns before you approach your supervisory authority, so please contact us in the first instance.

[How do you contact us?](#)

If you have any questions on this Privacy Policy, you can reach us as follows:

Haivision Systems Inc.
2600 Alfred-Nobel, Suite 500
Montreal, Quebec H4S 0A9 Canada
Attention: Legal

or by e-mail at legal@haivision.com.

We have also appointed a Data Protection Officer (“DPO”) who is responsible for overseeing questions in relation to this Privacy Policy from data subjected located in the European Union. Questions in relation to this Privacy Policy from data subjects located in the European Union can contact our DPO at dpo@haivision.com.

[Can we change this Privacy Policy?](#)

This version was last updated on the date noted at the top.

Yes, we may need to modify this Privacy Policy to reflect new processing activities, adapt to new laws and regulations or reflect technological changes or corporate changes, such as a result of a merger and acquisition. We may also change this Privacy Policy at our sole discretion, such as to provide you with more details about how we handle your personal data.