

PRIVACY POLICY

Last Updated: 1.1.2023

This Privacy Policy explains how Freightopt Oy ("we," "us," or "our") operating the website at <https://freightopt.com> collects, uses, and protects your personal information when you visit our website. We take your privacy seriously and are committed to ensuring the security and confidentiality of your information. By using our website, you consent to the practices described in this policy.

Information We Collect

We collect the following types of information when you visit our website:

1. Personal Information

- Full Name
- Email Address
- Phone Number

2. Usage Data

We also collect non-personal information, such as your IP address, browser type, referring website, and the pages you visit on our site. We may use cookies, web beacons, and similar technologies to collect this information.

How We Use Your Information

We use the information we collect for the following purposes:

1. Providing Services

We may use your personal information to provide you with the services, products, or information you request, as well as to communicate with you.

2. Analytics and Improvement

We may use subcontractors, including Microsoft Azure for data storage and Google Analytics for website analytics, to analyze user behavior and improve our website's performance and content. We ensure that our subcontractors comply with data protection regulations and safeguards to protect your privacy.

3. Legal Basis for Processing

We process your personal data based on one or more of the legal bases provided under the GDPR, including your consent, the necessity of processing for the performance of a contract, compliance with legal obligations, protection of vital interests, or legitimate interests pursued by us or a third party.

4. Data Minimization

We only collect and retain the personal data that is necessary for the purposes stated in this policy.

Subcontractors

We engage with subcontractors, such as Microsoft Azure and Google Analytics, to provide specific services. These subcontractors may have access to your personal information. We ensure that our subcontractors adhere to strict data protection standards and are contractually obligated to protect your data.

Data Retention

We will retain your personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. You have the right to request the erasure of your personal data under certain circumstances.

Your Rights

Under the GDPR, you have the following rights:

The right to access your personal data.

The right to rectify inaccuracies in your personal data.

The right to erase your personal data (the "right to be forgotten").

The right to restrict the processing of your personal data.

The right to data portability.

The right to object to the processing of your personal data.

You may exercise these rights by contacting us at info@freightopt.com

Security

We take reasonable measures to protect your personal information from unauthorized access and disclosure.

Changes to This Policy

We may update this Privacy Policy from time to time. When we make changes, we will update the "Last Updated" date at the beginning of this document. We encourage you to review this policy periodically to stay informed about how we are protecting your information.

Contact Us

If you have any questions or concerns about this Privacy Policy or wish to exercise your rights under the GDPR, please contact us at info@freightopt.com.