

# Privacy Policy

Axim Global (Axim Global Ltd. and our affiliates) are committed to protecting your privacy. This Privacy Policy applies to our websites including [www.aximglobal.com](http://www.aximglobal.com) and governs our data collection, processing and usage practices. It also describes your choices regarding use, access and correction of your personal information. If you do not agree with the data practices described in the Privacy Policy you should not use the websites.

This Privacy Policy may be updated periodically without notice and the updated version posted online. You should check this page occasionally to review any changes. You may direct any inquiries or complaints related to our Privacy Policy to [privacy@aximglobal.com](mailto:privacy@aximglobal.com).

We do not engage in any activity to personally identify visitor to aximglobal.com. We may use your IP address to help diagnose problems with our server, to administer our website and to refine our site based on usage. Your IP address is also used to help identify you and to gather broad demographic information.

If you are a customer or supplier, we will also use your personal information for the purposes of providing the services or information you or your organization has requested, contacting you about other services or events that may be of interest to you and for other legitimate business purposes, as permitted by applicable laws.

Any personal information that we have collected or stored about you or that you have provided to us may be transferred to a future purchaser of our company and/or its assets.

The data collected via our site is stored in a secure server with our ISP who will periodically backup data but will not give or sell it on.

Using aximglobal.com does not require registration of any kind other than voluntary registration for gated content. The personal data collected for these purposes will not be sold or shared with anyone outside Axim Global but may be used for one-to-one contact.

## Cookies

Axim Global and its partners may use cookies or similar technologies to analyze trends, administer the website, track users' movements around the website, and to gather demographic information about our user base as a whole.

We may use "cookies" to help you personalize your online experience. A cookie is a text file that is placed on your hard disk by a Web server. Cookies are not used to run programs or deliver viruses to your computer. Cookies are uniquely assigned to you, and can only be read by a web server in the domain that issued the cookie to you. One of the primary purposes of cookies is to provide a convenience feature to save you time. The purpose of a cookie is to tell the Web server that you have returned to a specific page. For example, if you personalize pages on our websites, a cookie helps us to recall your specific information on subsequent visits. When you return to the same website, the information you previously provided can be retrieved, so you can easily use the customized features.

You have the ability to accept or decline cookies. Most Web browsers automatically accept cookies, but you can usually modify your browser setting to decline cookies if you prefer. If you choose to decline cookies, you may not be able to fully experience the interactive features of the Axim Global websites you visit. Axim Global keeps track of the websites and pages you visit within Axim Global, in order to determine what portion of the Axim Global website is the most popular or most used. This data is mat be used to deliver customized content and promotions within the Axim Global Website and Subscription Service to customers whose behavior indicates that they are interested in a particular subject area.

## Website links

The websites may contain links to other websites. Axim Global is not responsible for the privacy practices or the contents of such websites, nor do we take any responsibility for the opinions of third parties expressed on or through our website.

## Delete/deactivate /change

If you would like your information to be removed so that you do not receive any future communications or you would like to have your information changed or modified email [privacy@aximglobal.com](mailto:privacy@aximglobal.com).

## Access requests

Axim Global will provide access to your information upon request, or to request that your personal information be corrected, updated, blocked or deleted where it is inaccurate, outdated or obsolete, in accordance with applicable laws. You can do so by emailing [privacy@aximglobal.com](mailto:privacy@aximglobal.com).

## Data transfer

To facilitate our global operations, we may transfer and access Personal Information from around the world, including the United States. This Privacy Policy shall apply even if we transfer Personal Information to other countries.

## Personal information

This refers to any information that you voluntarily submit to us and that identifies you personally, including contact information, such as your name, e-mail address, company name, address, phone number, and other information about yourself or your business. Personal Information can also include information about any transactions, both free and paid, that you enter into on the websites, and information about you that is available on the internet, such as from Facebook, LinkedIn, Twitter and Google, or publicly available information that we acquire from service providers.

Your personal data may be used in connection with the following purposes:

- To provide a service to you, and to provide information on such service
- To confirm, update and improve our customer records to maintain an accurate database
- To respond to any queries or complaints that you raise
- To manage, analyse, understand and develop your relationship with us
- To keep you informed of any of our other/new services and identify and market services that may be of interest to you, where you have chosen to be made aware of this (see further section on Marketing below)
- To review the service we provide or have provided to you and carry out analytics and report on customer engagement
- If we are obliged to disclose information by reason of any law, regulation or court order
- For any other purpose to which you agree, or which is not incompatible with the above

## Automated profiling

Where you provide express consent, we will carry out profiling using automated processing to evaluate, analyse or predict preferences. This is to enable us to provide tailored marketing (see section on Marketing below for further details).

## Marketing

From time to time, where we have obtained your prior consent, we may send you information that we perceive may be of interest to you (including in relation to services of our partners, our subsidiaries and our affiliates). You may unsubscribe from our marketing communications at any time by clicking the 'unsubscribe' link located at the bottom of our emails, or by emailing us at [privacy@aximglobal.com](mailto:privacy@aximglobal.com).

## Who will have access to your personal data?

The third parties we may need to share personal data are:

- Our subsidiaries or affiliates; for the purpose of managing our customer relationships, administering our business and to provide you with information which might be of interest to you;
- Entities who may or do acquire any rights in us; for the purpose of a business sale or re-organisation;
- Our advisors; for the purpose of assisting us to better manage, support or develop our business and comply with our legal and regulatory obligations;
- Third party service providers; who need to know the information in order to provide us or you with a service

## Security of your personal information

- Law enforcement and regulatory bodies; in order to comply with any legal obligation or court order.

We use a variety of security technologies and procedures to help protect your Personal Information from unauthorized access, use or disclosure. We secure the Personal Information you provide on computer servers in a controlled, secure environment, protected from unauthorized access, use or disclosure. When sensitive Personal Information (such as a credit card number and/or geo-location data) is collected on our websites and/or transmitted to other websites, it is protected through the use of encryption, such as the Secure Socket Layer (SSL) protocol.

If you have any questions about the security of your Personal Information, you can contact us at [privacy@aximglobal.com](mailto:privacy@aximglobal.com).

## Social media features

Our Websites include Social Media Features, such as the Facebook Like button and Widgets, such as the Share This button or interactive mini-programs that run on our sites. These features may collect your IP address, which page you are visiting on our sites, and may set a cookie to enable the feature to function properly. Social Media Features and Widgets are either hosted by a third party or hosted directly on our Websites. This Privacy Policy does not apply to these features. Your interactions with these features are governed by the privacy policy and other policies of the companies providing them.

Axim helps organizations turn customer experience into better business through strong CX governance. We focus on risk, efficiency, accountability and the sheer untapped possibility of CX technologies, data and analytics, people and digital marketing. It means operationalized CX, streamlined CX ecosystems and mobilized customers. To learn more visit [www.aximglobal.com](http://www.aximglobal.com)



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