



## Information about the General Data Protection Regulation (GDPR)

Hello,

On the 25th of May 2018, the data protection regulation is going to change in Europe, with the General Data Protection Regulation (GDPR) coming into effect.

Since its creation in September 2016, Cleanfox made the clear choice to proactively implement this regulation and to conform with this new legal framework at the European level.

The GDPR strengthens individuals' rights and acknowledges the new capacities of data processing. The definitions below come from the GDPR:

- **Transparency:** "The principle of transparency requires that any information addressed to the public or to the data subject be concise, easily accessible and easy to understand, and that clear and plain language and, where appropriate, visualisation be used".
- **Consent:** "Consent should be given by a clear affirmative act establishing a freely given, specific, informed and unambiguous indication of the data subject's agreement to the processing of personal data relating to him or her, such as by a written statement, including by electronic means, or an oral statement."
- **Rights of individuals:**
  - **Right of access by the data subject:** "The data subject shall have the right to obtain from the controller a confirmation as to whether or not personal data concerning him or her are being processed, and, where that is the case, access to the personal data."
  - **Right to be forgotten in the online environment:** "A data subject should have the right to have personal data concerning him or her rectified and a 'right to be forgotten' where the retention of such data infringes this Regulation or Union or Member State law to which the controller is subject."
  - **Right to restriction of processing:** "The data subject shall have the right to obtain from the controller restriction of processing" under certain circumstances."
  - **Right to data portability:** "The data subject shall have the right to receive the personal data concerning him or her, which he or she has provided to a controller, in a structured, commonly used and machine-readable format and have the right to transmit those data to another controller without hindrance from the controller to which the personal data have been provided."

- **Responsibility:** GDPR also aims at promoting accountability from the companies, which must be able, at any time, to demonstrate the conformity of its data processing with the GDPR principles.

For further details, you can consult the General Data Protection Regulation:

<https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32016R0679&from=EN>

These fundamental principles echo our three core commitments: transparency, the respect of your personal data and the security of your data.

### **Transparency**

Cleanfox, a website that belongs to Foxintelligence, enables its users to better manage their mailbox. Foxintelligence's business model relies on selling statistics such as revenue estimate or e-commerce growth trends to e-commerce companies. For that purpose, Foxintelligence anonymises and aggregates online order confirmation emails coming from the mailboxes of Cleanfox' users. To this end, Cleanfox collects the explicit and informed consent of each user before any account creation. Such consent is a prerequisite to any user data being processed.

### **The respect of our users' personal data**

Foxintelligence has always been committed to respect the privacy and the confidentiality of its users and never to transfer any of their personal data to suppliers or clients. You can download at any time your personal data accessible by Cleanfox on [www.cleanfox.io](http://www.cleanfox.io).

### **The security of our users' personal data**

Every effort has been taken to guarantee the highest level of security for your data. We rely on the latest identification technologies from the different email providers (e.g, Google) and have all our computing systems (storage and processing) regularly audited by specialized external auditors.

You can find more information on the way we process your data in our [Privacy Policy](#).

Please do not hesitate to contact us at [rgpd@cleanfox.io](mailto:rgpd@cleanfox.io) if you have any questions.