



Privacy policy for website operators based on GDPR specifications

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serverloft is a brand of HEG US Inc.

Address serverloft:
HEG US Inc.
210 North Tucker Blvd
Suite 910
St. Louis, MO 63101
United States of America

Contact:
Phone: +(1) 314 - 300 2150
Fax: +(1) 314 - 255 0247
www.serverloft.com

Local court:
St. Louis, MO

Tax ID:
30-0167598

Privacy Policy

This Privacy Policy applies to <https://www.serverloft.com> (the “Site” or “SERVERLOFT”) owned and operated HEG US, Inc., with our parent company being Go Daddy Operating Company LLC. It describes how SERVERLOFT collects and uses the personal information you provide. It also describes the choices available to you regarding the use of, your access to, and how to update and correct your personal information.

Collection of personal information

You may choose to provide personal information (for example your name, address, telephone number and email address) on this or other SERVERLOFT websites, however not providing this may result in reduced functionality. SERVERLOFT’s usage of this information will be consistent with this policy or the policy associated with the applicable SERVERLOFT site.

Use of cookies and similar technologies

Like most companies, SERVERLOFT uses cookies and similar technologies (“cookies”) on our websites to facilitate and improve your online experience.

How we use cookies

Cookies contain small amounts of information which are downloaded to your device when you visit our website. Cookies are sent back to our website to allow us to recognize your device.

Recognizing your device with essential cookies allows our site to help you navigate efficiently to obtain the information and services you have requested.

Analytical and customization cookies allow our site to remember your preferences such as language selection and help you to view information that is most relevant to your interests; these cookies also help us to maintain and improve our websites by providing information on how visitors find and use the sites, and how well the sites are performing.

In some cases, advertising cookies may be used to make advertising messages more relevant to you.

Unless you disable the cookies on our website, by using our website you agree to our use of those cookies.

Making cookie choices

Most browsers allow you to manage cookie preferences. If you decide to disable cookies on our site, you may not be able to take full advantage of all website features once you have done so.

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Sharing tools

To enhance your experience on our websites, we sometimes embed content and sharing tools from other (third party) sites, such as “like” buttons from social networking sites; these third-party sites may also place and access cookies on your device. SERVERLOFT does not control the placement or access of these third-party cookies. You should check the relevant third-party website(s) for more information about these cookies and whether and how you may make choices about them.

Use of personal information

We may use the personal information collected about you for the following purposes:

- Provide, administer and communicate with you about products, services, events, surveys and promotions by SERVERLOFT or our affiliates (including by sending you marketing communications);
- Process, evaluate and respond to your requests, inquiries and applications; create, administer and communicate with you about your account (including any purchases and payments); provide investor services; verify your identity to ensure security; evaluate your interest in employment and contact you regarding possible employment; operate, evaluate and improve our business (including developing new products and services; managing our communications; performing market research; determining and managing the effectiveness of our advertising and marketing; analyzing our products, services and websites; administering our websites; and performing accounting, auditing, billing, reconciliation and collection activities); protect against and prevent fraud, unauthorized transactions, claims and other liabilities, and manage risk exposure and quality; conduct investigations and comply and enforce applicable legal requirements or, industry standards and our policies and terms, such as this and other SERVERLOFT sites’ terms of use; and ensure the safety of SERVERLOFT network services, information resources and employees.

We also may use personal information for other additional purposes. We will identify these additional purposes at the time of collection.

Sharing and transferring of your personal information

Sharing & Transfers

We do not sell or otherwise disclose personal information about our website visitors outside SERVERLOFT and its affiliates, except as described here.

- We may share information provided by our visitors to this and other SERVERLOFT sites with service providers we have retained to perform services on our behalf. These service providers are contractually restricted from using or disclosing the information except as necessary to perform services on our behalf or to comply with legal requirements.
- We may disclose information about you (i) if we are required to do so by law or legal process, (ii) to law enforcement authorities or other government officials as required to comply with a legitimate

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legal request, or (iii) when we believe disclosure is necessary to prevent physical harm or financial loss, or in connection with an investigation of suspected or actual illegal activity.

- We reserve the right to transfer any information we have about you in the event we sell or transfer all or a portion of our business or assets (including through bankruptcy).

Transmission

We may transmit the personal information we collect on this site or other SERVERLOFT sites to other countries where we do business, including for websites accessed in the European Union, to the US, but we will do so only for the purposes described herein. SERVERLOFT has entered into Binding Corporate Rules governing our treatment of personal information of European Union residents.

How we protect your information

At SERVERLOFT, our goal is to protect your personal information submitted to us through our sites. We maintain administrative, technical and physical safeguards to protect against unauthorized disclosure, use, alteration or destruction of the personal information you provide on this and other SERVERLOFT websites. We also employ reasonable technologies to help keep the personal information you provide on this site secure.

Changes to this privacy policy

This privacy policy may be updated periodically and without prior notice to you to reflect changes in our online information practices. When changes are made to this policy it will be posted to the website and the "last updated" date at the top of this policy will be revised. We also encourage users to periodically check this policy to understand how SERVERLOFT protects and uses your information.

Links to other sites

We provide links to other websites for your convenience and information. These sites may have their own privacy statements or policies in place, which we recommend you review if you visit any linked websites. We are not responsible for the content of linked sites or any use of the sites.

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Data Protection Authority

If you are a resident of the European Economic Area (EEA) and believe we maintain your personal data subject to the General Data Protection Regulation (GDPR), you may direct questions or complaints to your local supervisory authority or our lead supervisory authority, the UK's Information Commissioner's Office, as noted below:

www.ico.org.uk

Information Commissioner's Office

Wycliffe House, Water Lane, Wilmslow, Cheshire, SK9 5AF, United Kingdom

Phone: +44 303 123 1113

Contact us

If you have any privacy-related questions, concerns or complaints about our Privacy Policy, our practices or our Services, you may contact our Office of the DPO by email at privacy@godaddy.com. In the alternative, you may contact us by mail:

- Attn: Office of the Data Protection Officer, 14455 North Hayden Road, Suite 219, Scottsdale, AZ 85260 USA

or for customers established in the EEA:

- Attn: Legal, Office of the DPO, 5th Floor, The Shipping Building, Old Vinyl Factory, 252-254 Blyth Road, Hayes, UB3 1HA.

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