



# Cloudomation

## Privacy statement

Protecting your personal data is important to us. Therefore, we collect and store only the minimum amount of data about you that is required for us to provide you with the best possible service. Our data collection and storage policies fulfil at minimum the requirements of the General Data Protection Regulation (GDPR), and the Austrian data protection law. In this privacy statement, we want to inform you about which personal data we collect, store, process, and to which end we do so.

### 1 Personal data

The GDPR applies to the storage and processing of personal data. Personal data is all data that relates to an identified or identifiable natural person. Personal data encompasses your name, address, email address, sex, date of birth etc. The word “data” in this policy refers to your personal data.

### 2 Responsible

Responsible body in the sense of the GDPR is:

Starflows OG  
Darnautgasse 6/6  
1120 Vienna, Austria

Email: [info@cloudomation.com](mailto:info@cloudomation.com)  
Phone: +43 699 10695915  
CEO: Margot Mückstein

When we say “we” or “us” in this policy, we refer to Starflows OG.

### 3 Third party processors

We do not share your data with third parties without your express permission unless as required to fulfil our contract with you. Those third party processors whom we contract to provide services necessary to fulfil our contract are bound by the same stringent data protection laws of the European Union as we are. We are in control of the data these third party processors collect, store, and process. No analysis of your behaviour or preferences (profiling) is conducted by third party processors. We do not sell your data to third parties.

### 4 Contacting us

If you choose to contact us via the email addresses or contact forms provided on our website, we will store the data provided by you to process your request - i.e. to respond to your email, and follow up on



any further communication with you. We will not pass on any of your personal data to third parties without your express consent.

## 5 Hosting, cookies, web analytics and lead generation

Cookies are files with small amounts of data that are sent to your browser from a web site and stored on your computer's hard drive. You can configure your browser to inform you when Cookies are being set so that you can decide in each case individually if you want to accept or reject a Cookie, or to generally not allow the setting of Cookies in your browser.

The Clouddomation website uses Cookies to improve your experience based on analysis of user behavior on the website.

### Hosting & log files

Hosting is provided by Mittwald, Königsberger Straße 4-6, 32339 Espelkamp, Germany. The basis for use is in accordance with Art. 6 para. 1 lit f GDPR. We have a legitimate interest in ensuring that our website functions properly and is displayed reliably.

Mittwald automatically saves information when you visit our website. These server log files contain information such as the browser type, browser version, operating system, referrer and host name, time and IP address. The data is collected in accordance with Art. 6 para. 1 lit f GDPR, for the error-free display of the website.

Privacy policy: <https://www.mittwald.de/datenschutz>

### Google Tag Manager

Google Tag Manager is used on our website. This is provided by Google Ireland Limited, Gordon House Barrow Street Dublin 4, Ireland. With the help of the Google Tag Manager, it is possible to integrate scripts on the website (tracking, tools, etc.). The Google Tag Manager does not collect any data for analysis and does not set a cookie. The purpose is exclusively the integration and provision of tools. The use on our website is based on the legal basis of consent in accordance with Art. 6 para. 1 lit. a DSGVO. You can refuse consent or revoke it at any time. Privacy policy:

<https://policies.google.com/privacy?hl=en> Terms of use are available here:

<https://marketingplatform.google.com/about/analytics/tag-manager/use-policy/>

### Leadfeeder

We use Leadfeeder on our website. Leadfeeder is a company headquartered in Finland, Keskuskatu 6 E, 00100 Helsinki. Leadfeeder enables us to analyse visitor data and identify the visitor's company based on this. The legal basis is consent in accordance with Art. 6 para. 1 lit. a DSGVO. You can refuse consent or revoke it at any time. Leadfeeder's privacy policy is available here:

<https://www.leadfeeder.com/privacy/>. More info on GDPR and compliance:

<https://www.leadfeeder.com/leadfeeder-and-gdpr/>

### LinkedIn

This website uses the retargeting and conversion tracking tool of LinkedIn. LinkedIn is a US company with a location in Ireland at Wilton Plaza, Wilton Place, Dublin 2. LinkedIn enables us to collect data about usage and visits to our website and compile statistics. In addition, it enables us to display ads based on interests. The legal basis is consent in accordance with Art. 6 para. 1 lit. a DSGVO. You can refuse consent or revoke it at any time. LinkedIn may also process data in the USA. The data transfer is based on the EU standard contractual clauses. In this way, the company undertakes to comply with European levels of protection:

<https://www.linkedin.com/help/linkedin/answer/a1343190/datenubertragung-aus-der-eu-dem-ewr-und-der-schweiz?lang=en>. LinkedIn's data protection declaration is available here:

<https://www.linkedin.com/legal/privacy-policy?>



## Twitter/X

This website uses conversion tracking with the Twitter/X pixel. Twitter/X is a product of X Corp, a US company based in San Francisco. Data processing in the EU is carried out by Twitter International, One Cumberland Place, Ireland. The integration enables us to record users on the website and optimise it. A cookie is set during tracking if the visit is made via Twitter/X/an advert. Twitter/X may collect data when you interact with content from Twitter/X. The legal basis is consent in accordance with Art. 6 para. 1 lit. a GDPR. You can refuse your consent or withdraw it at any time. X/Twitter may also process data in the USA. The data transfer is based on the EU's standard contractual clauses. As a result, the company undertakes to comply with European levels of protection:

<https://gdpr.twitter.com/en/controller-to-controller-transfers.html> Further information about tracking: <https://business.twitter.com/en/help/campaign-measurement-and-analytics.html> Twitter/X privacy policy: <https://twitter.com/de/privacy>

## Typeform

On our website we use Typeform from Typeform, Bac de Roda 163, Barcelona, Spain. When you use Typeform, data is transmitted. You will be asked whether you accept the setting of cookies when you use a questionnaire. This means that all cookies are blocked until you accept them. These are set directly by Typeform. We have no access to the analysis data used by Typeform and have no influence on the cookies that are set. For example, information on the time, device information and duration of use is transmitted. The information entered/selected in the form is provided to us. Further information can be found in Typeform's privacy policy: [www.typeform.com/terms-service/](http://www.typeform.com/terms-service/) and <https://www.typeform.com/help/a/what-happens-to-my-data-360029581691/>. The integration is based on a legitimate interest in accordance with Art. 6, para. 1 lit. f GDPR - users should be able to use the form technically flawlessly; before use, we ask whether you consent to the transfer of data. The use is then based on Art. 6 para. 1 lit. a GDPR (consent).

## Use of Google Analytics

Our website uses Google Analytics, a web analytics service provided by Google LLC (1600 Amphitheatre Pkwy, Mountain View, 94043 CA, USA). Google Analytics uses Cookies which enable the analysis of website usage. The information generated by the Cookie are generally sent to and stored on a Google Server in the USA. Through the activation of IP anonymization on our website, Google will shorten your IP address within the European Union or in other states party to the agreement on the European Economic Area. Only in exceptional cases your IP address will be sent in full length to Google Servers in the USA and be shortened there. Google will use this information to analyse your usage of our website, to create reports about website activity and to provide other services related to website usage to us. The IP address sent to Google Analytics by your browser will not be combined with any other data from Google.

You can prevent the storage of Cookies via a setting in your browser. You can also prevent the Google Analytics Cookie from collecting data about your usage of our website, including your IP address, and Google's processing of your data by installing a browser plugin available under this link: [browser add-on for deactivation of Google Analytics](#).

## Polylang

On our website we use Polylang, a plugin to offer websites in multiple languages. The provider is WP SYNTEX, 28, rue Jean Sébastien Bach, 38090 Villefontaine, France. Polylang sets a functional cookie called "pll\_language". This cookie stores the preferred language of visitors in order to display the website in the correct language. The storage period: one year. This is done on the basis of a legitimate interest in accordance with Art. 6, para. 1 lit. f GDPR - the website should be displayed in the language of the users. Further information can be found in Polylang's privacy policy: <https://polylang.pro/privacy-policy/>

## Piwik Core

We use Piwik Core from Piwik PRO GmbH, Kurfürstendamm 21, 10719 Berlin, Germany on our website.



We use Piwik without cookies and without setting a session ID. Every event that is not considered personal is tracked. This method cannot identify individuals and the combination of data collected cannot reveal a single session. This method of tracking is very limited and does not require consent, as browser fingerprint identification is turned off, geolocation is based on an anonymised IP address or is turned off completely. Session identifiers and visitor recognition are switched off. No visitor data is stored and each event is recorded separately. To Piwik's privacy policy:

<https://piwikpro.de/datenschutz/>

### **Lead Gen Forms from LinkedIn**

We use lead generation tools to acquire new customers. A lead is a person interested in services and products. For this purpose, contact details are left in order to get in touch. We use Lead Gen Forms on LinkedIn for this purpose. The personal data is stored by LinkedIn. We receive this data for contacting (information about product, service) potential customers. The legal basis is consent Art. 6. 1 lit. a DSGVO. Once the purpose has been achieved, we delete the transmitted data unless we are legally obliged to retain it for a longer period of time or require it as evidence, e.g. contractual relationship.

Read more in the LinkedIn privacy policy: <https://www.linkedin.com/legal/privacy-policy>

### **Use of Google Web Fonts**

This site uses fonts provided by Google LLC, 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA ("Google"). As the fonts are integrated locally, no data is transmitted to Google.

### **Microsoft Clarity**

We use Microsoft Clarity from Microsoft, One Microsoft Way Redmond, WA 98052-6399 USA. Clarity makes user interaction such as clicks visible in the form of heat maps. Session recordings are also possible. A cookie is set. Location, time and frequency of website visits as well as device information, browser information and the country are transmitted to Microsoft. The storage period is 1 year. The IP is anonymised.

The purpose of Microsoft Clarity is to improve our website presence and respond to interactions that lead to poor user experience. The legal basis is consent in accordance with Art. 6. 1 lit. a DSGVO. You can refuse consent or revoke it at any time. Microsoft may also process data in the USA. The data transfer is based on the EU's standard contractual clauses

(<https://learn.microsoft.com/en-us/compliance/regulatory/offering-eu-model-clauses#european-union-model-clauses-overview>). This obliges the company to comply with European levels of data protection. Privacy policy: <https://privacy.microsoft.com/de-de/privacystatement>. Further information: <https://clarity.microsoft.com/terms>

### **Google Audiences/Remarketing**

This website uses the "Google Audiences/Remarketing" tool. This tool is provided by Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland.

The tool makes it possible to display advertisements to users on the basis of their interests. A cookie is set for this purpose. This stores anonymised or pseudonymised data based on the use of the website. Websites that you visit and also use this service can play advertisements that correspond to your interests.

The legal basis is your consent in accordance with Art. 6. 1 lit. a DSGVO. You can refuse to give your consent or revoke it at any time. Google may also process data in the USA. The data transfer is based on the EU standard contractual clauses. This obliges the company to comply with European levels of data protection: <https://business.safety.google/intl/de/adsprocessor/terms/>

### **Google Ads**



We use the advertising tool "Google Ads". Based on this, we use the conversion tracking of Google Ireland Limited, Gordon House, 4 Barrow St, Dublin, D04 E5W5, Ireland. The information is used to compile visit statistics, identify the number of users who clicked on our ad and which page was accessed.

The legal basis is your consent in accordance with Art. 6. 1 lit. a DSGVO. You can refuse consent or revoke it at any time. Google may also process data in the USA. The data transfer is based on the EU standard contractual clauses. This obliges the company to comply with European levels of data protection: <https://business.safety.google/intl/de/adsprocessor/terms/>

### **Hotjar**

We use Hotjar to better understand the needs of our users and to optimise the offering and experience on our website. Hotjar Ltd. is a company located at Dragonara Business Centre, 5th Floor, Dragonara Road, Paceville St. Julian's STJ 3141, Malta. Using Hotjar's technology, we get a better understanding of our users' experiences (e.g. how much time users spend on which pages, which links they click, what they like and dislike, etc.). This helps us to tailor our offering to our users' behaviour. Hotjar uses cookies and other technologies to collect data about the behaviour of our users and their devices, in particular the IP address of the device (only collected and stored anonymously during your use of the website), screen size, device type (unique device identifiers), information about the browser used, location (country only), preferred language for viewing our website. Hotjar stores this information on our behalf in a pseudonymised user profile. Hotjar is contractually prohibited from selling the data collected on our behalf. The legal basis is consent in accordance with Art. 6. 1 lit. a DSGVO. You can refuse consent or revoke it at any time. The privacy policy of Hotjar is available here: <https://www.hotjar.com/legal/policies/privacy/>

### **Brevo**

We use "Brevo" to send out newsletters and information about our product, including via marketing automation. Brevo sets a cookie on the website. The provider is Sendinblue GmbH, Köpenicker Straße 126, 10179 Berlin, Germany. Data that you submit via a form may be transferred to Brevo. According to Brevo, data is stored within Europe (Germany and France).

Brevo provides tools to send newsletters and analyse campaigns. For example, we can track which message was opened and which links were clicked. It is also possible to determine whether a specific action has been taken and then respond to it via marketing automation. Segments can be created within Brevo so that emails can be sent out to the right audience.

You can unsubscribe from the newsletter at any time by clicking on "Abbestellen" or "Unsubscribe" in an email and then confirming your unsubscription. The data provided will be stored for as long as required or required by law. In any case, deletion will take place after you have unsubscribed from the newsletter.

We also have a so-called "Brevo tracker" embedded on our website. This allows users to be identified via a cookie. In addition, it is possible to determine whether a link was clicked, which pages were viewed and to track individual events (e.g. a specific button is clicked).

We have signed a processing agreement in which Brevo commits to protect your data and not to pass it on to third parties. The legal basis is consent according to Art. 6 para. 1 lit. a GDPR. You can refuse your consent or revoke it at any time. If consent is not required, the legal basis is legitimate interest according to Art. 6 para. 1 lit. f. GDPR.

The consent is recorded in Brevo. To do this, you must agree to data processing when submitting a form. Consent to sending the newsletter takes place via double opt-in and by tracking a link click to confirm your opt-in. The Brevo tracker is only active if you agree to the cookie setting in the cookie banner. Further information about Brevo can be found in the company's privacy policy: <https://www.brevo.com/legal/privacypolicy/>



## FigPii

We use FigPii, based at 222 w Merchandise Mart Plaza, Chicago, Illinois 60654, USA, to better understand the use of our website and to optimise it. FigPii offers several functions within their product. We only use the A/B testing function. This function allows us to create variants of a page and have them compete against each other in order to provide the best possible variant for the goal pursued (UX, conversions, etc.). FigPii uses cookies and other technologies to collect data. The legal basis is consent in accordance with Art. 6 Para. 1 lit. a GDPR. You can refuse consent and revoke it at any time. According to FigPii, no personally identifiable data is collected. FigPii can process data in the USA. The data transfer is based on the EU standard contractual clauses. This means that the company is committed to comply with European data protection levels. For more details, see FigPii's privacy policy: <https://www.figpii.com/privacy> and the [commitment to protecting users' privacy](#). You can find the data processing agreement here: <https://www.figpii.com/data-processing-agreement>

## Clouddomation platform Cookies

For the Clouddomation platform, you have the option to set a login Cookie. When you log into the Clouddomation platform, there is a checkbox "remember me". If you select this checkbox, a login Cookie will be created and stored in your browser. This login token contains your login information and will log you in automatically whenever you use the same browser on the same device to access the Clouddomation platform. The login Cookie is valid for 30 days by default. You can delete the login Cookie from your browser at any time. No information other than your login information is stored in the Cookie and it is not used for any other purpose than logging you in.

## 6 Social networks

We run several social media pages. These are:

- <https://www.linkedin.com/company/starflows>
- <https://www.facebook.com/clouddomationcom/>
- <https://twitter.com/clouddomationcom>
- <https://www.instagram.com/clouddomation/>
- <https://www.xing.com/pages/starflowsog>
- <https://www.youtube.com/@clouddomation>

We use these social media platforms to communicate with users, provide information and interact with them. The legal basis is Art. 6 para. 1 lit. f, as there is a legitimate interest in using this platform to provide information and offer an opportunity for interaction and get in touch with us. If you contact us via one of these platforms, your data will be processed exclusively for the purpose of contacting you. The legal basis is Art. 6 para. 1 lit. a and b GDPR.

## Data processing

We only have access to certain analytics data provided to us by the platforms. These functions are available by default and cannot be deactivated. We use social media platforms to place adverts on the platforms. To do this, we use target group settings provided by the platforms, which enable us to reach or re-target users based on certain characteristics. This targeting is based on your consent, which the providers of the platforms obtain; or we obtain your consent via our website (see section LinkedIn, Google Remarketing, LinkedIn, Twitter/X). You can revoke the platform based consent by adjusting the corresponding settings directly on the platforms. We have provided links to cancellation options below. The data may also be processed outside the EU. Platforms transfer data on the basis of standard contractual clauses. This processing is beyond our control. The type of data collection can be found in the respective privacy policies of the platforms. This also means that enquiries regarding the use of data are best made with the providers.

We are jointly responsible for collecting the data, but not for processing it. Social media platforms use analytics, regardless of whether you are logged in there or not. Your profile and other data can therefore be used for analyses, e.g. to display personalised advertising. You therefore use the functions at your own risk.





You can find out which data is processed and how you can refuse/revoke your consent:

- Facebook
  - More information about the analysis data: [https://de-de.facebook.com/legal/terms/page\\_controller\\_addendum](https://de-de.facebook.com/legal/terms/page_controller_addendum)
  - Privacy policy: [https://de-de.facebook.com/privacy/policy/?entry\\_point=data\\_policy\\_redirect&entry=0](https://de-de.facebook.com/privacy/policy/?entry_point=data_policy_redirect&entry=0)
  - Refuse/Revoke consent: <https://www.facebook.com/settings>
- Instagram
  - Further information on the analysis data: [https://help.latest.instagram.com/788388387972460?helpref=hc\\_fnav](https://help.latest.instagram.com/788388387972460?helpref=hc_fnav)
  - Privacy policy: <https://help.instagram.com/519522125107875>
- LinkedIn
  - Further information about the Page Insights: <https://legal.linkedin.com/pages-joint-controller-addendum>
  - Privacy policy: [https://www.linkedin.com/legal/privacy-policy?l=de\\_DE](https://www.linkedin.com/legal/privacy-policy?l=de_DE)
  - Refuse/Revoke consent: <https://www.linkedin.com/psettings/guest-controls/retargeting-opt-out>; <https://www.linkedin.com/help/linkedin/answer/a1340578?hccpid=search>
- Xing
  - Privacy policy: <https://privacy.xing.com/de/datenschutzerklaerung/druckversion>
- YouTube
  - Refuse/Revoke consent: <https://adssettings.google.com/authenticated>; [https://support.google.com/youtube/topic/9257518?hl=de&ref\\_topic=9257107](https://support.google.com/youtube/topic/9257518?hl=de&ref_topic=9257107)
  - Privacy policy: <https://policies.google.com/privacy?hl=de>
- Twitter/X
  - Privacy policy: <https://twitter.com/de/privacy>
  - Refuse/Revoke consent: <https://help.twitter.com/de/safety-and-security/privacy-controls-for-tailored-ads>

## 7 Data retention time

We delete personal data when it is no longer required for the purpose for which it was collected and there is no legal obligation to retain it. If you make a justified request for deletion or revoke your consent, we will delete your data unless there are other reasons for not doing so. In the case of cookies, the storage period depends on the individual duration.

## 8 Newsletter

If you choose to sign up for our newsletter, we will store the name you give and your email address for the duration of your subscription.

Once you sign up, you will receive an email with a link through which you can confirm your subscription of our newsletter. Once you confirm your subscription, you will receive a welcome email. The welcome email, as well as all future newsletter emails, contain a link to unsubscribe from the newsletter. You can also unsubscribe from the newsletter by sending an email telling us that you wish to unsubscribe to [info@clouddomation.com](mailto:info@clouddomation.com). Please understand that we can only accept your cancellation if you send it from the same email address with which you have subscribed to the newsletter.

Once you unsubscribe from the newsletter, we will delete your name and email address from our newsletter mailing list.

Your subscription to the newsletter is fully independent of any platform subscriptions or other communication you may have with us. We do not connect your newsletter subscription to your platform account information or any of your data.



This means that you can sign up and unsubscribe from the newsletter independently of your platform subscription, using any email address and name of your choice.

It also means that cancelling a platform subscription and requesting deletion of your data does not include deletion of your newsletter subscription or deletion of your name and email address from the newsletter mailing list. If you wish to delete your name and email address from our newsletter mailing list, you can do so by unsubscribing from the newsletter.

## 9 Community support groups

We encourage the use of public community groups such as stackoverflow and superuser, and are active in these communities as well. However as these forums are not operated by us, we are not responsible for data collection, storage, and processing on these sites. Please refer to the privacy statements of these forum sites for information about how they handle your personal data.

## 10 Cloudomation platform

**Your Account Information.** All data that is connected with your Cloudomation account is your Account Information. Your Account Information includes your name and email address, and your billing address if you purchase a paid subscription package. We store your Account Information for as long as you have an active account on the Cloudomation platform. Once you cancel your account or your account becomes inactive, we delete your account and all data associated with it soon afterwards, no sooner than one week after your account becomes inactive or cancelled. You can request immediate data deletion when you cancel your account, and also when your account becomes inactive. Please refer to the General Terms and Conditions for the Cloudomation platform for information about account cancellation and inactivation. We store and process your Account Information for the purposes of the provision of Cloudomation Platform Services and Support Services to you. We will obtain separate consent from you for processing of your Account Information for any other purposes.

**Encryption.** Security is at the heart of the Cloudomation Platform. We protect your Account Information by encrypting it safely.

**Your Content.** You can create and store Content on the Cloudomation platform such as flow scripts, settings, files, execution objects etc. We will not access or use your Content except as necessary to maintain or provide Cloudomation Platform Services or Support Services, or as necessary to comply with the law or a binding order of a governmental body. We will not disclose your Content to any government or third party. Unless it would violate the law or a binding order of a governmental body, we will give you notice of any legal requirement or order referred to in this Section. All of your Content is stored on servers within the European Union with third party suppliers that are bound by European Data Protection laws as we are. You can access your Content at any time. Your Content is stored safely and fully encrypted on European servers.

**Platform Usage Data.** We store and process information about your usage of Cloudomation Platform features, including connections to third party systems and usage of resources for the following purposes:

- Billing
- Infrastructure monitoring
- Improving features
- Informing development of new features
- Improving user experience
- Finding faults
- To investigate fraud, abuse or violations of the General Terms and Conditions for the Cloudomation platform





**By agreeing to the Cludomation privacy statement, you consent to us storing and processing your Platform Usage Data.**

Feedback. We value your feedback. If you provide feedback to us, please keep in mind that your communications with us are considered non-confidential. Feedback related to us or our products and services is considered non-confidential and our property. We will be entitled to use the feedback free of any restrictions and may disseminate it in any form.

Other data. You may provide us with data through the Service Desk, via Email, or via other channels, e.g. for the purposes of obtaining support. We will store and process the data provided for you for the purpose of responding to your request or to provide support services. You are responsible to encrypt or remove any personal or sensitive data you provide to us.

## 11 Your rights

For all personal data that we store you have the right to information, transfer, correction, limitation, deletion, and revocation of consent for processing. This means that you can contact us at any time and ask us to:

- tell you which data we have stored about you, and what we use it for (information)
- send you a copy of all data that we have stored about you in a common format (transfer)
- ask us to correct information about you (correction)
- delete some data about you (limitation)
- delete all data about you (deletion)
- revoke the consent you have previously given for the processing of your data (revocation of consent)

Should you make use of your rights, Cludomation will process your request within one month and issue a statement or complete your request.

If you think that the processing of data violates the data protection regulation or infringes your data protection rights in any other way, you can file a complaint with the supervisory authority. In Austria, this is the data protection agency under the postal address Wickenburggasse 8-10, 1080 Vienna.

## 12 Contact us

You can contact us at [info@cludomation.com](mailto:info@cludomation.com) to make use of your rights to your data.