

## Updates to LiveAdmins Privacy Policy

*This privacy policy is for EU residents (coming online from European Union based on IP address) in compliance with GDPR which comes into effect from May 25th 2018.*

Where LiveAdmins LLC and its global affiliates (partners in different languages) provide Live Chat Service on the websites of our clients, during the chat conversations we ask data subjects for their name, email and phone number. This information is given to LiveAdmins chat agents for the purpose shared by the client who is the controller of data (usually for customer service or/and lead generation purpose). In these scenarios, LiveAdmins is the processor of the data and not the controller. All personal data of data subjects collected during chat conversations on behalf of our clients on their websites is deleted within one hour after transmitting this information to our clients. All personal data collected during chat conversations on our clients website is considered confidential.

As per EU regulations, LiveAdmins is the processor of the data. The sole purpose of LiveAdmins is to collect and transmit the personal information of the data subjects to the controllers (our clients). LiveAdmins deletes personal data of all data subjects from its cache within one hour of transmitting this data to the client (controller). EU data subjects wanting to erase or make changes to their personal data can do so by contacting the website where the chat took place.

All user data collected during chat conversations on our client's website (**Name, Email and Phone Number**) is transmitted to the client (controller) CRM through secure encryption from servers in the U.S.A, and any cross border transfer is protected by Privacy Shield.

### Cookies

A cookie is a small piece of data that a website asks the user (data subject) to be stored on his/her computer or mobile device. We use cookies to personalize visitor experience on the website. LiveAdmins stores the name of the data subject in cookies provided if the chat agent has asked for the name and the data subject gives it. LiveAdmins does not store any personal data in the cookies for more than 30 days. Other than its clients, LiveAdmins and its affiliates do not share this data with any third party organization.

### Data Breach

GDPR requires organizations to report data breaches to data protection authorities and to affected data subjects. LiveAdmins will report to all concerned parties if it becomes aware of data breach. In case of data breach, where private data is affected, LiveAdmins will cooperate with its clients (controllers) and work with all concerned authorities as required by EU regulations.

### Notice

In certain situations, we may be required to disclose personal data to meet national security or law enforcement requirements. In such cases, we may request the controller (our client) to disclose personal data to respond to court orders or legal process, or to establish or exercise our legal rights or defend against legal claims. We may also disclose personal information if it is necessary in order to prevent, investigate or take action regarding illegal activities, or as otherwise required by law.

### Self-Auditory Assessment

LiveAdmins performs self-assessment of the privacy policy at least once a year, copies of executive summary and remedial actions taken can be made available to the controllers (LiveAdmins' clients) when requested by sending an email to [privacy@liveadmins.com](mailto:privacy@liveadmins.com)

*Accepting the terms and conditions of LiveAdmins Live Chat Service and Software means accepting the privacy policy of LiveAdmins.*

For any queries regarding privacy policy please get in touch with us at [privacy@liveadmins.com](mailto:privacy@liveadmins.com)