

PRIVACY POLICY

Hot Type is a design company, and we'll treat you the same way as we'd like to be treated: protecting and respecting your privacy, just as we protect ours.

This page explains when and why we collect personal information from people who visit our website, how we use it, and how we ensure it is being kept secure.

Please note that this Privacy Policy applies to personal data that is collected and processed by AGEMA centar d.o.o., a company registered in Croatia, Varaždin, Kozarčeva 53, VAT number: 87965978210, registered with the Commercial Court in Varaždin under number MBS: 070012276 ("Hot Type", "we" or "us") who is responsible for ensuring that your Personal Data is processed in compliance with applicable regulations (the "Data Controller").

The Data Controller will collect and process personal data in accordance with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free movement of such data repealing Directive 95/46/EC (Official Journal of the European Union L 119, 4. 5. 2016, p. 1, hereinafter: the General Regulation on Data Protection), which is in full application from 25 May 2018 in the Republic of Croatia and all EU Member States, as well as the Law on Evidence of the General Regulation on data protection (Official Gazette No. 42/18, hereinafter: the Act).

This Policy applies to the data processing that takes place through or in connection with the following: (a) your use of the Hot Type website (b) your use of the Software. We believe in full transparency, which is why we keep our Privacy Policy simple and easy to understand.

The privacy policy is based on the following principles of personal data processing: the principle of legality, transparency and best practice, the principle of limited processing and reduction of data, the principle of accuracy and completeness of personal data, the principle of limited storage, the principle of data integrity and confidentiality. trust and fair processing, the principle of opportunity (purposes of processing), the principle of processing in an unnamed (anonymised) form.

If you have any concern, question or if you would like to exercise any of your rights with respect to your Personal Data, you may contact our Data Protection Officer ("DPO") Marko Hrastovec at marko@hotttype.co or in writing to AGEMA centar d.o.o., Kozarčeva 53, 42000 Varaždin, Croatia.

DEFINITIONS

When we say "consent", we mean your explicit consent on the processing of personal data. Persons who are 18 years of age or older, depending on the applicable legislation in regard to the User, may give free consent to the processing of their personal data.

When we say "cookies", we mean small pieces of data stored on your device (computer or mobile device). This information is used to track your use of the Website and to compile statistical reports on website activity. For further information about the use of cookies and how you can manage them, please read our Cookie Policy.

When we say "Data controller", we mean the natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of personal data.

When we say "Data Processors" or "processor", we mean any natural or legal person who processes the data on behalf of the Data Controller. In addition, we may use the services of various service providers to process your data more effectively. In such cases, they are either our processors or sub-processors.

When we say "Data Subject", "you" or "your", we mean any natural person that shares personal data with us.

When we say "GDPR", we mean the General Data Protection Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of natural persons with regard to the processing of personal data and on the free movement of such data.

When we say "processing", we mean any operation or set of operations which is performed on personal data or sets of personal data. This includes activities such as the collection, recording, organization, structuring, storage, adaptation or alteration, retrieval, consultation, use, disclosure by transmission, dissemination or otherwise making available, alignment or combination, restriction, erasure or destruction.

When we say "personal data" or "data", we mean any information relating to an identified or identifiable natural person; an identifiable natural person is one who can be identified, either directly or indirectly. Therefore, data about a company or any legal entity is not considered to be personal data but registering on behalf of a legal entity may include sharing personal data. For example, the information in relation to one-person companies may constitute personal data where it allows the identification of a natural person. The rules also apply to all personal data relating to natural persons in the course of professional activity, such as the employees of a company or organization, business e-mail addresses like "firstname.surname@company.com". This Privacy Policy does not apply to information from which no individual can reasonably be identified (anonymized information).

WHO ARE WE?

We're Hot Type, a type and graphic design company registered and based in Croatia. We design typefaces in-house, turn them into digital fonts, and license and market them to the end-users. We try to have fun along the way. Hope it shows!

We, as a Data controller, determine the purposes and means of the processing of personal data. Controller is responsible for your personal data. The purpose of data processing is the reason why we process your personal data.

HOW DO WE COLLECT INFORMATION FROM YOU?

We obtain information about you when you create a User account on Hot Type.

We may collect and receive information about you in various ways:

- Information you provide through the use of the account on Hot Type;
- Information you decide to provide through getting in touch with us via our Contact page;
- Information we collect through the use of cookies in accordance with our Cookie Policy (for example, your time zone).

WHAT TYPE OF INFORMATION IS COLLECTED FROM YOU?

The personal information we collect is going to include your personal or company name, billing and shipping address, VAT number, email address, IP address, your computer MAC address, time zone, and any information regarding fonts we are licensing to you. If you purchase anything on our website, your card information is not held by us; it is directly transmitted to our credit card service Mollie, which ensures the utmost level of protection via SSL encryption. Hot Type does not have access to your card details at any time. Mollie protects the confidentiality of all transaction information and every customer's details.

HOW IS YOUR INFORMATION USED?

We may use your information in order to:

- Process your order: issue a tax invoice, license, and dispatch a package (if necessary) using the data that you have submitted;
- Send you our free, printed merch/goodies via post;
- Provide the facility to download the digital fonts we have licensed to you at any point;
- Notify you of changes to our services;
- Provide your basic information (your company name and location, which fonts were licensed, and the license type) to our contractual designers when reporting quarterly sales royalties.

We are legally required to hold some types of information in order to fulfil our statutory obligations (for example, the financial transaction records). We are going to hold your personal information on our systems for as long as it's legally required by the Croatian tax authorities, or as long as is set out in any relevant contract you have entered into with us.

DATA WE COLLECT	PURPOSE	LEGAL BASIS	RETENTION
First Name, Last Name, Email address, Password	Registering an account	Processing is necessary for the performance of the Agreement. Without providing your first and last name, email address and password, the User may not create the User account.	Until the account is deleted in accordance with the Terms and Conditions.
Financial Data such as name, address, bank account and payment card details.	Making a payment for Hot Type services	Processing is necessary for the performance of the Agreement.	We keep only the last four digits of the credit card number under subscription billing info until such Agreement is terminated and for the period necessary to comply with the applicable financial and tax accounting and other statutory obligations in accordance with the applicable law.
Location Information		Processing is necessary for the performance of the Agreement (as defined in the Terms and Conditions).	Until the account is deleted in accordance with the Terms and Conditions.
User's Subscriptions Information such as information about your order history and invoices	We collect this information in order to provide transparency and accessibility of purchase history for our users.	Processing is necessary for the performance of the Agreement (as defined in the Terms and Conditions).	Until the account is deleted in accordance with the Terms and Conditions.
Additional Data i.e., data you decide to share with us.	If you send us an inquiry via our Contact page or otherwise request support, we will collect data you decide to share with us.	Processing of personal data is either necessary to provide a Service or part thereof, or the processing is based on your consent.	If the processing is based on your consent, we keep the information until you withdraw your consent or for one year, whichever date comes first.
Device Information	We may collect information about your device such as Internet Protocol ("IP") addresses, log information, error messages, device type, and unique device identifiers. For example, we may collect IP addresses from you as part of our sign in and security features.	Processing of personal data is either necessary to provide a Service or part thereof, or the processing is based on your consent.	If the processing is based on your consent, we keep the information until you withdraw your consent or for one year, whichever date comes first.
Email Address - if you decide to sign up for our newsletter, we use your email address.	The newsletter allows us to inform you of the new features of the Platform, updates, as well as other news relevant to the company. Also, via our newsletter you may get invitations for our live events.	Processing is based on your consent. You have the right to withdraw your consent at any time, without affecting the lawfulness of the processing based on consent prior to such withdrawal. You may unsubscribe from receiving a newsletter from us. If you wish to do so, simply follow the instructions found at the end of each email.	We may use your email for this purpose until you unsubscribe or until you delete your User Account.
Information Necessary for Identification	To allow Data Subjects from the EEA to exercise their rights in accordance with this Privacy Policy.	Processing is necessary for compliance with a legal obligation which the Controller is subject to.	We keep this information for a period of one year.

WHO HAS ACCESS TO YOUR INFORMATION?

Under no circumstances are we going to sell or otherwise give away your information to third parties. Only the employees of Hot Type, who have received special training regarding the protection of the privacy of your data, have access to your information. Additionally, we are legally obliged to transfer some of your information to the local tax authorities, and our tax accountants (Optimum G) also have access to some of the billing details.

STEPS YOU CAN TAKE TO HELP US KEEP YOUR INFORMATION SAFE

There are many steps you can take to help us keep your information safe. First and foremost, choose complex, independent passwords for each website and service you maintain an account with. This helps keep any breach of any of your accounts isolated to one service. Also, don't use anything related to your birthday, address, phone number, PIN number or any other easily guessable information in your password.

We urge your caution when using public computers or networks, like at a coffee shop or library. To best protect your personal information and login information, don't use such computers to access your sensitive accounts, and if you must, ensure that you logout of your account entirely.

When either you or we update information in your account, we typically send you notice of these changes via email or text message. In recent years, individuals, businesses and even governments have seen a rise in "phishing" attacks. Phishing occurs when someone attempts to obtain your password or other sensitive information. Scammers often do this by impersonating a trusted user, or by offering a compelling reason to open a malicious email attachment, click on a link or give over information. We never ask for your sensitive personal information, such as password, over email or other unsecure methods. Please notify us at marko@hotype.co if you ever receive suspicious correspondence from us.

THIRD-PARTY SERVICE PROVIDERS WORKING ON OUR BEHALF

We may pass your information to our Third-Party Service Providers, subcontractors, and software developers for the sole purpose of completing tasks and providing services to you on our behalf (for example, to send you mailings). However, when we use Third Party Service Providers, we disclose only the personal information that is necessary in order to deliver the service, and we have a contract in place that requires them to keep your information secure and not to use it for their own direct marketing purposes. Please rest assured that we are not going to release your information to third parties beyond the necessary scope of our services, unless you have requested us to do so, or we are required to do so by law, for example, by a court order or for the purposes of the prevention of fraud or other crimes.

Personal information may be disclosed or transferred as part of, or during negotiations of, a merger, consolidation, sale of our assets, as well as equity financing, acquisition, strategic alliance or in any other situation where personal information may be transferred as one of the business assets of Hot Type.

We may forward your personal data to third parties in the following cases:

- a) If the data need to be forwarded for the purpose of fulfilling our obligations under the contract concluded with the user;
- b) If there is a legal obligation for us on the basis of which we are obliged to forward certain data to third parties;
- c) If there is the consent of the user.

YOUR CHOICES

You may cancel your Hot Type account at any time by signing in to your Account profile and clicking on the "Cancel my account" link. However, we may be obliged to hold some types of

information in order to fulfil our statutory obligations (for example, the financial transaction records) and records about your purchase history to carry out our obligation to the local tax authorities, or provide necessary licensing information to the respective font copyright holder. We are going to delete any information we hold in connection with your account when it is no longer necessary to keep.

The period for which we store your personal data depends on a particular purpose for the processing of personal data, as explained in this Privacy Policy. We retain personal data for as long as we reasonably require it for legal or business purposes. In determining data retention periods, we take into consideration the applicable law, contractual obligations, and the expectations and requirements of our Users. When we no longer need personal information, or when you request us to delete your information, where this is legal, we will securely delete or destroy it.

However, as an exception to the retention periods the data may be processed to determine, pursue or defend claims and counterclaims.

HOW YOU CAN ACCESS AND UPDATE YOUR INFORMATION

It is important to ensure that the information about you is accurate. If you change your email address or any of your contact information, please update your information accordingly and directly online. This way you can receive, for example, our printed merch/goodies.

You have the right to ask for a copy of the information Hot Type holds about you.

Information is provided to the Data Subject at the earliest convenience, but at a maximum of thirty (30) days from the date the request was received. Where the retrieval or provision of information is particularly complex or is subject to a valid delay, the period may be extended by two further months where necessary.

You have the right to request from us that your personal data is deleted in certain circumstances including:

- The personal data are no longer needed for the purpose for which they were collected;
- You withdraw your consent (where the processing was based on consent);
- You object to the processing and no overriding legitimate grounds are justifying us processing the personal data;
- The personal data have been unlawfully processed; or
- To comply with a legal obligation.

However, this right does not apply where, for example, the processing is necessary:

- To comply with a legal obligation; or
- For the establishment, exercise or defense of legal claims.

If the accuracy of the personal data is contested, you consider the processing is unlawful but you do not want it erased, we no longer need the personal data, but you require it for the establishment, exercise or defense of legal claims or you have objected to the processing and verification, you can exercise your right to the restriction of processing.

If you have provided your consent to the collection, processing and transfer of your personal data, you have the right to fully or partly withdraw your consent. Once we have received notification that you have withdrawn your consent, we will no longer process your information for the purpose(s) to which you originally consented unless there is another legal ground for the processing.

The transfer of personal data to another controller will be performed by the Data Controller at the request of the User, provided that he has given his consent for such transfer, and the processing is carried out automatically, as well as provided that such transfer is technically feasible.

If you have any concerns or requests in relation to your personal data, please contact us at marko@hotype.co and we will respond as soon as possible but not later than within thirty (30) days.

If you are unsatisfied with the way we process your data, you may contact the competent supervisory authority.

In case you believe that we are processing your personal data in violation of the GDPR, you have the right to lodge a complaint with the supervisory authority located in the EEA where you reside or work or where the alleged infringement took place.

SECURITY PRECAUTIONS IN PLACE TO PROTECT THE LOSS, MISUSE, OR ALTERATION OF YOUR INFORMATION

When you entrust us with your personal information, we take steps to ensure that it's treated securely. Any personal data, such as billing and shipping address, is encrypted and protected with 128-bit encryption on SSL. When you are on a secure page, a lock icon will appear at the bottom of your respective web browser.

USE OF COOKIES

Like most other websites, the Hot Type website uses cookies. "Cookies" are small pieces of information sent by a website to your computer and stored on your hard disk drive in order to allow that website to recognise you when you visit it. Cookies collect statistical data about your browsing actions and patterns and do not identify you as an individual. This helps us to improve our website and deliver a better, more personalised service. We don't use cookies to profile you as a user or to provide you with any marketing information. Turning cookies off may result in a partial loss of functionality when using our website. You can decide to turn cookies on and off using this link.

We distinguish the following types of cookies:

- a) Permanent Cookies, which help to store data and set it during future visits to the Company's website, which results in quick access to the content on the website and a better user experience;
- b) Temporary Session Cookies, which enable tracking of movement through the Company's website, in such a way that there is no re-search and entry of data provided by the customer service when visiting the website, allowing unhindered movement without the need for additional authentication;
- c) First Party Cookies, which come from the Company's websites that visit customer services, and are used to store data during the next visit to the Company's website;
- d) Third Party Cookies, which come with advertisements on other websites and are located on the Company's website, and are used for the purpose of monitoring and testing the use and attendance of market purposes. As these cookies do not come from the Company's website, it is recommended that service users and/or customers be interested in each individual company, whose products are subject to such cookies, regarding their rights based on personal data protection.

Cookies are also used to track Internet usage and create user profiles, and then to display customized online ads based on user and/or customer preferences.

The network identifiers in question may leave traces which, in combination with other identifiers and information provided by the Internet service servers, may be used to identify the user and/or customer. Also, for this purpose, the Company collects and processes the following data:

- a) IP address information;
- b) Data on the use of individual applications;
- c) Data on the habits of users and/or customers – this data is created by the Company for the purpose of profiling users and/or customers.

The amount or scope of personal data that the Company collects depends on the type of service that the Company provides to its users and/or customers, as well as on the legal basis on which it collects data. The Company constantly takes care of collecting only the necessary range of personal data that is necessary to achieve the legally established purpose for which the data is processed.

AGE 18 OR UNDER

We are concerned to protect the privacy of children aged 18 or under. If you are aged 18 or under, please procure your parent/guardian's permission beforehand whenever you provide us with personal information.

TRANSFERRING YOUR INFORMATION OUTSIDE OF EUROPEAN UNION

As part of the services offered to you through this website, the information which you provide to us may be transferred to countries outside the European Union ("EU"). By way of example, this may happen if any of our servers are from time to time located in a country outside of the EU. These countries may not have similar data protection laws to Croatia. By submitting your personal data, you're agreeing to this kind of transfer, storing, or processing. If we transfer your information outside of the EU in this manner, we are going to take steps to ensure that appropriate security measures are implemented, with the aim of ensuring that your privacy rights continue to be protected as outlined in this Privacy Policy.

If you use our services while you are located outside of the EU, your information may be transferred outside the EU in order to provide you with those services.

REVIEW OF THIS POLICY

We may change this Privacy Policy from time to time, so please check this page occasionally to ensure that you're happy with the changes and updates performed.

Date of last update:
20. October 2021.