

Privacy Notice

BACKBONE is a Digital Agency company, with offices in Canada, Colombia and Greece. This privacy policy explains how we use any personal information we collect about you when you use this website and/or our services .

This Privacy Notice (together with our Cookies Policy) sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following Privacy Notice carefully to understand how we use and protect the information that you provide to us.

By using our Site backbone.digital you consent to the collection, use and transfer of your information under the terms of this Privacy Notice. If you do not accept and agree with this Privacy Notice, you must stop using our Site immediately.

Types of data we collect and process

Website Cookies

This website collects data in order to analyse and report on usage, such as which country a website visitor is located in and how many pages they visit. It also collects personal data provided by the user, in order to allow us to contact you when requested to. You can read the full Cookie Policy [here](#).

Google Analytics

When someone visits backbone.digital we use a third party service, Google Analytics, to collect standard internet log information and details of visitor behaviour patterns. We do this to find out things such as the number of visitors to the various parts of the site. This information is only processed in a way which does not identify anyone. We do not make, and do not allow Google to make, any attempt to find out the identities of those visiting our website.

Contact Forms

When completing the contact form, you will be asked to provide your name, your company's name, email, phone number and your message. When you have contacted us with any enquiry via our website, we will store your message in our email system and we will reply to you.

Customer & Prospect Data

When you contact us, we use your personal information in order to fulfil your request. We usually store, your name, your company's name or the company's name you called on behalf, your email and your phone number. Your data will be stored on our CRM up to 5 years, for record purposes only.

When you become a customer, we use your personal information to the extent that we need to, in order to fulfil our contract with you. This includes your name, email address, contact number, business name, website address, social media account names. It also includes billing information, such as VAT number where applicable. Your data will be stored on our CRM as long as our cooperation lasts and up to 15 years after its' termination.

If you consent to us adding you to our email mailing list, your name and email address will be added to our email newsletter system, provided by Mailchimp.

Mailing Lists

As part of the registration process for our e-newsletter, we collect personal information. We use that information for a couple of reasons: to tell you about stuff you've asked us to tell you about; to contact you if we need to obtain or provide additional information; to check our records are right and to check every now and then that you're happy and satisfied. We don't rent or trade email lists with other organisations and businesses.

We use a third-party provider, MailChimp, to deliver our newsletters. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our e-newsletter. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing us at dpo@backbone.gr

Human Resources

BACKBONE holds and processes personal data and sensitive personal data about its current, past or prospective staff. We use your personal data, as we are legally obliged to do so, to administer payroll, training and appraisal, employ you and manage your access to various services such as software and tools, in order to fulfil the contract between you and us.

Personal data of the prospective employees, will be held for a period of 5 years of their application, since BACKBONE is growing fast and new vacancies are being announced in a monthly basis.

All Human Resources data, are being processed only by the employees and managers of the Human Resources department.

Transferring personal data outside EU

BACKBONE Greece sometimes might share your personal information within our organization but outside the European Economic Area. More specifically, we might share you personal information with BACKBONE in Canada. Canada is recognized by EU as providing adequate protection and as a result there are no further safeguards being necessary.

Retention of Data

BACKBONE will retain your personal data only for as long as is necessary for the purposes set out in this Privacy Notice. We will retain and use your personal data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

Right to Access / Rectify / Erase your information

You can contact us at dpo@backbone.gr with requests to delete, access, and update your personal information.

You can opt out of our promotional emails by clicking “unsubscribe” in those emails.

Contact us

The data controller responsible for your personal information for the purposes of the applicable European Union data protection law is:

BACKBONE IKE

ATTN : Data Protection Officer,

Leof. Dimokratias 11

15127, Athens, Greece

Phone: +30 210 68 03 381

Email: dpo@backbone.gr

If you have any questions about this Privacy Notice or our data collection practices, please contact us at the address, telephone number or email listed above and specify your country of residence and the nature of your question.