

Technology Privacy Policy

Latest Update: May 20, 2025

This Technology Privacy Policy explains how we process your personal data when you use our solutions, such as our mobile applications, web-based user interfaces, transcoding, delivery, content management, scheduler and analytics services (the “**Technology**”).

This Technology Privacy Policy does not apply to third parties and to third-party applications, websites, and services. These third parties process personal data in accordance with their respective privacy policies. Further, this Technology Privacy Policy does not apply to your use of our website nor participation in our marketing activities. You can read the Haivision MCS Website Privacy Policy located at <https://haivisionmcs.com/legal/privacy-and-cookies/> which governs use of our website and marketing activities.

We process personal data on behalf of the customers with whom we entered into a contractual relationship. Under European privacy laws, we are considered a “processor” of personal data. Our customers are responsible for ensuring that they have an appropriate lawful basis for the processing of their personal data. However, in the case of customer relationship management, we may be considered a “controller” of personal data, which means that we are responsible for determining the lawful basis for processing personal data. If so, the applicable lawful basis is defined in this Technology Privacy Policy.

What personal data do we process, and for which reasons?

Some of the Technology is hosted locally by our clients, or the personal information may reside on appliances which Haivision MCS cannot access. For instance, Haivision Media Platform does not involve any data collection from the appliance by Haivision MCS, and support requests may require clients to share web server logs and electronic data for troubleshooting issues.

We collect the following types of personal data to provide our clients with the Technology. We also process personal data for the purpose of managing our relationship with our clients and marketing the Technology.

Types of information	Examples	Purpose
Identification (Credential) data Communication data	Names Username Subscription ID E-mail Address Passwords	Technical support Managing support tickets Personalization of user interfaces Multi-factor authentication Email verification
Electronic data and performance data	Performance/ Traffic data Usage logs Crash reports Web server logs Bug logs	Monitor Technology performance Monitor performance of enhancements
Business contact data	Name E-mail Address Business Address Phone Number	Customer management: Purchase history Existing licenses Future opportunities Warranty and support subscriptions

Types of information	Examples	Purpose
Identification Data	E-mail address Phone numbers	Notification functionalities (i.e., opt-in SMS messages and e-mail notifications)
User Generated Media	Video Voices Images Recordings Metadata Chat logs	

What cookies and similar tracking technologies do we use?

Cookies are data files installed on your device (i.e., a computer tablet or mobile phone) to fulfill several purposes. In this Technology Privacy Policy, when we use the term cookies, we also imply similar tracking technologies such as tracking pixels (or pixels tags), web beacons and browser fingerprinting. Some of the Haivision MCS Technologies use analytic tracking technologies to provide reporting and business intelligence. We may also use essential and functional cookies; however, we do not perform interest-based marketing using retargeting cookies in Haivision MCS Technology.

We encourage you to manage your preferences for cookies, such as by changing your browser's setting to stop accepting cookies or to prompt you before accepting a cookie from the websites you visit.

Where do we store your personal data?

We may use data centers located around the world, and your personal data may be hosted on servers located outside of the country where you reside. By your use of certain Technology, your personal data may be shared internationally as a result of the broadcasting and streaming functionalities.

If you are in the European Union, we are required to ensure that appropriate safeguards are in place prior to transferring your personal data out of the European Union. We do so through standard contractual clauses or through other safeguards when lawfully available.

How long do we retain your personal data?

We keep your personal data for as long as required to achieve the purpose of the collection or as required by applicable laws, whichever is longer. When we are not responsible for determining retention periods, we comply with the documented instructions of our clients, such as through contractual obligations.

How do we protect your personal data?

Haivision MCS Technology generally uses AES 128- & 256-bit encryption, SSO and LDAP to protect user content in transmission, along with Secure Reliable Transport (SRT) technology for end-to-end security. We use reputable cloud hosting companies with redundancy and several information security certifications.

Some of our products, such as Makito series, protect the identity of users through standardized and impersonal Haivision MCS accounts. Our products are provided with documentation on how to change default factory passwords. We strongly recommend that you change the default factory passwords for these devices.

With whom might we share your personal data?

We do not sell personal data and we do not share the personal data collected as part of the Technology other reasons than to provide or administer the Technology. We share your personal data with the following categories of recipients.

Category	Explanations
Service providers	We may use service providers to provide you with the Technology. These service providers may include cloud service providers who may have their own respective privacy policy.
Law enforcement	We may receive requests from law enforcement or other authorities to access personal data. Whenever permitted by law, we advise our users or clients before. We also validate that the request is legitimate before responding.
Affiliates	Haivision MCS is part of a group of companies with affiliates located worldwide. Your personal data may be processed by our affiliates to provide you with Haivision MCS Technology.

What rights do you have over your personal data?

Your rights differ depending on where you are located in the world. In most locations, you can access and rectify your personal data. Depending on where you reside, including in the European Union, you may also benefit from additional rights including:

- The right to revoke your consent when processing is based on consent;
- The right to object to the processing of your personal data;
- The right to restrict the processing of your personal data;
- The right to data portability, which means that your personal data is provided to you or a third party in normal format to allow you to re-use them, including with another provider;
- The right to have automated decisions being reviewed by a human in some cases, and some rights over profiling.

All of these rights are subject to limitations in the law, so if we cannot comply, we will respond to you and let you know why. We will respond to any of your requests within 30 days. In some cases, we may need additional information to validate your identity, in which case, we will use it only for this reason and delete it after. We do not charge any fees for you to exercise your rights.

You always have the right to lodge a complaint to the local authorities if you disagree with how we handle your personal data. We would, however, appreciate the chance to deal with your concerns before you approach your supervisory authority, so please contact us in the first instance.

How do you contact us?

If you have any questions on this Technology Privacy Policy, you can reach us by mail at:

Haivision MCS, LLC
190 Ottley Dr NE Suite L
Atlanta, GA 30324 USA
Attention: Legal

or by e-mail at legal@haivisionmcs.com.

Additionally, questions related to this Technology Privacy Policy can also be sent directly to our Data Protection Officer ("DPO") at DPO at dpo@haivisionmcs.com.

Can we change this Technology Privacy Policy?

Yes, Haivision MCS reserves the right to change this privacy policy at any time in compliance with applicable data protection legislations. We may need to modify this privacy policy to reflect new processing activities, to adapt to new laws and regulations; to reflect technological changes in our products and services; or to reflect changes in corporate structure, such as a result of a merger and acquisition.