



## Privacy Key Terms

Below is a list of recurring terms in Pax8's privacy notices and procedures.

Key Term	Definition
Anonymization	The process of permanently removing any personal identifiers from personal information, so that the individuals whom the data describe remain anonymous. This is done to protect individuals' private activities while maintaining the integrity of the data gathered and shared.
Consent	Any freely given, specific, informed, and unambiguous indication by way of a written declaration or an affirmative action signifying a data subject's agreement to the processing of personal information relating to them.
Cookies	A small text file stored on a user's machine may later be retrieved by a web server from the machine. Cookies allow web servers to keep track of the end user's browser activities, and connect individual web requests into a session.
Data Controller	Any natural or legal person, public authority, non-governmental organization, agency, or any other body or entity which alone or jointly with others determines the purposes and means of the processing of personal information.
Data Processing	Any operation performed on personal information, including but not limited to collection, storage, preservation, alteration, retrieval, disclosure, transmission, making available, erasure, destruction of, consultation, alignment, combination, or the carrying out of logical or arithmetical operations on personal information.
Data Protection Officer	The individual appointed by Pax8 to carry out certain responsibilities and functions in respect of privacy and data protection.
Data Retention	The policies and processes used within Pax8 for determining the time period for archiving and storing personal information.
Data Subject	An identified or identifiable natural person, to whom the personal information relates.
Direct Marketing	A form of advertising in which companies provide marketing materials to consumers to communicate information about a product or service.
Financial data	Any alpha-numeric identifier or other personal information that can identify an account opened by a data subject, or card or payment instrument issued by a financial institution to a data subject, or any personal information regarding the relationship between a financial institution and a data subject, financial status and credit history relating to such data subjects, including data relating to remuneration.
IP Address	A unique address that identifies a device on the Internet or a local network and which allows a system to be recognized by other systems connected via the Internet protocol.
Personal Information	Personal information, also known as personal data or personally identifiable information, is any information related to an identifiable person, or who can be indirectly identified from that information in combination with other information. Some of the most obvious examples of personal information include someone's name, mailing address, email address, phone number, and medical records (if they can be used to identify the person).



Processor	A natural or legal person, public authority, agency, or other entity established by or under written law which processes personal information on behalf of the controller.
Profiling	Processing of personal information to evaluate, analyze, or predict aspects concerning that data subject's performance at work, economic situation, health, personal preferences, interests, credibility, behavior, habits, location, or movements.
Special Categories of Personal Information	Personal information revealing racial or ethnic origin, political opinions, religious or philosophical beliefs, the processing of genetic data, biometric data for the purpose of uniquely identifying a natural person data concerning health, or data concerning a natural person's sex life or sexual orientation personal information relating to offenses, criminal proceedings and convictions, or personal information relating to a child.
Supervisory Authority	Independent Authority or division associated with an Authority in any relevant jurisdiction, whose primary purpose and function is to regulate matters related to personal information.
Third-Party	A natural or legal person, public authority, agency, or body other than the data subject, controller, processor, and persons who are under the direct authority of the controller or processor, are authorized to process personal information.
Web Beacons	A web beacon is a technique used on web pages and email to unobtrusively allow checking that a user has accessed some content. Web beacons are typically used by third parties to monitor the activity of users at a website for the purpose of web analytics or page tagging.