

Information on privacy rules for SAREhub extention

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SAREhub extension is a tool which helps to connect SAREhub as a marketing automation tool with Magento engine. The extension is developed by Fast White Cat S.A. (polish public company limited by shares, hereinafter "Fast White Cat") established in Wrocław, Oławska 27/29, 50-123 Wrocław, entered into the register of entrepreneurs managed by the District Court for Wrocław-Fabryczna in Wrocław, VI Commercial Division of the National Court Register, under no. 0000401249, with a tax identification number (NIP) 8971779243, and a business entity identification number (REGON) 021761553.

Fast White Cat website: <http://fastwhitecat.com/>

As a company we make all the effort to provide appropriate levels of protection for the privacy of website users. In order to ensure an appropriate amount of information and having you and your Personal Data in mind, we have drafted a short information about privacy rules of SAREhub extension.

Our extension helps to connect your Magento engine with an outside tool SAREhub. SAREhub as a tool has the following features:

- communication with an anonymous user - send emails based on the browsing history of the products.
- web-push notifications
- recover abandoned carts
- real-time alerts for the sales department, e.g. when the customer is browsing a specific offer. They allow immediate contact
- website personalization - adjusting display elements (banners) to fit customers' preferences.
- lead nurturing
- cross-selling and up-selling - proposition of a product or a service similar to or the same as the bought product, but at a higher price
- recommendations - campaigns recommending a product based on the user's buying history
- measuring client's involvement (lead scoring) and adjusting actions during every stage of a customer's lifecycle.

As our extension is only a tool which allows technically the transfer of data gathered in Magento engine direct to your SAREhub tool - **no data, including personal data is gathered and processed by our extension and Fast White Cat as a provider has no access to transferred data.**

Should you have any questions or doubts as to the scope and extent regulated by the Information, you can always contact us.

In case of any questions you may contact us by the following means:

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- telephone: +48 71 382 26 48
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You should be aware that due to fast changing legal and technological environment, we may amend this Information. However, its latest content will be always available on [...]

FAST WHITE CAT TEAM