

# PlanIT Geo™ and TreePlotter™ Privacy Policy

*Last Modified: February 22, 2024*

## About Us

[PlanIT Geo](#)™ (“we”, “us”, “our”) is a company based in Arvada, Colorado (USA). We produce a range of web-based tools including TreePlotter™, TreePlotter™ INVENTORY, TreePlotter™ JOBS, TreePlotter™ CANOPY, and TreePlotter™ PARKS products and custom apps, services, and add-on modules.

## Key Terms

“Clients”: We sell or provide our software to our Clients. Clients may configure their applications to allow creation of named User accounts, or to allow the general public to interact with their applications.

“User”: Users of our apps typically view, explore, and interact with map-based data using our products.

## Topics

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- What is our basis for collecting your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
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## What data do we collect?

PlanIT Geo collects the following data:

- Personal identification information, including name, email address, address, phone number
- Usage information, including pages viewed, links clicked,
- Technical information, including IP address, browser identification, activity timestamps

## **How do we collect your data?**

Our Clients and Users directly provide PlanIT Geo with most of the data we collect. We collect data and process data when:

- Clients create User accounts and enter their personal data
- Clients create records in our applications, and enter associated personal data
- Users fill in a form to submit information to our website
- Users log in to our website
- Users use or view our website via your browser's cookies

## **How will we use your data?**

We collect personal data from our users and clients in accordance with legitimate interests to provide geospatial software services.

We collect personal data and usage information in order to analyze how our software is used, adjust how our software features are configured, and to provide recommendations for other products or services we think our clients might like.

We collect technical information from users and clients to help operate, maintain, improve and troubleshoot our products,

We do not sell or trade the personal data we collect.

## **What is our basis for collecting your data?**

Our legal basis for collecting personal data are:

- Legitimate interest in providing our software and services
- Consumer consent for data collected from users for marketing activities.

## **How do we store your data?**

PlanIT Geo securely stores your data at various geographic locations using Amazon Web Services (AWS) using industry standard best practices. You can find AWS terms of service [here](#), and AWS Data Processing Addendum [here](#).

Personal data for UK customers is housed in UK-based AWS data centers.

PlanIT Geo will keep personal data required to fulfill our legitimate interests and for marketing purposes for as long as it is needed, after which it will be deleted. After deletion, data may exist in emergency recovery backups for a period of up to one year.

Technical data such as log files containing access records, IP addresses, page URLs and timestamps are deleted no later than one year after collection.

## **Marketing**

You have the right at any time to stop PlanIT Geo from contacting you for marketing purposes.

If you have agreed to receive marketing, you may always opt out at a later date.

If you would like to opt out of marketing emails you can do so [here](#).

## **What are your data protection rights?**

If you are a citizen of the European Union or the United Kingdom, the General Data Protection Regulation ((EU) 2016/679) (as supplemented by the Data Protection Act 2018 in the United Kingdom) provides you with the following rights regarding the use and control of your personal information, subject to certain terms and conditions otherwise provided herein:

The right to access – You have the right to request PlanIT Geo for copies of your personal data. We may charge you a small fee for this service.

The right to rectification – You have the right to request that PlanIT Geo correct any information you believe is inaccurate. You also have the right to request PlanIT Geo to complete the information you believe is incomplete.

The right to erasure – You have the right to request that PlanIT Geo erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that PlanIT Geo restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to PlanIT Geo's processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that PlanIT Geo transfer your personal data to another organization, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email: [privacy@planitgeo.com](mailto:privacy@planitgeo.com)

Call us at:

USA: +1 833 873 3627

UK: +44 (0) 3330 509905

Or write to us: PlanIT Geo, 7878 Wadsworth Boulevard, Suite 340, Arvada, Colorado **80003, USA**

## **Cookies**

Cookies are text files placed on your computer to collect standard Internet log information and visitor behavior information. When you visit our websites, we may collect information from you automatically through cookies or similar technology

For further information, visit <https://www.allaboutcookies.org/>.

## **How do we use cookies?**

PlanIT Geo uses cookies in a range of ways to improve your experience on our website, including:

- Keeping you signed in
- Enabling certain functionality

We also use Google Analytics to help understand how you use our website. Google's privacy policy can be found [here](#), and Google Analytics' data processing addendum can be found [here](#).

## **What types of cookies do we use?**

There are a number of different types of cookies, however, our website uses:

- **Functionality** – PlanIT Geo uses these cookies so that we recognize you on our website and remember your previously selected preferences. We use first-party cookies for this.
- **Analytics** – PlanIT Geo uses these cookies to help understand how you use our website. We use third-party cookies for this.
  - AdRoll Conversion Tag - 2
  - AdRoll Smart Pixel
  - Bing Ads Universal Event Tracking - Page Load
  - CallRail
  - Capterra Track Conversions
  - cHTML - Cookie Consent
  - Copy of GA4 ID
  - Custom client ID extraction
  - FB Page View
  - GA Page View Tag
  - GA4 ID
  - Google Ads - Conversion Linker Tag
  - HubSpot Form Submission
  - Listener
  - HubSpot Form Submission
  - Tag
  - HubSpot Tracking Code
  - Mouseflow
  - Snitcher

## **How to manage cookies**

You can set your browser not to accept cookies, and the above website tells you how to remove cookies from your browser. However, in a few cases, some of our website features may not function as a result.

## **Privacy policies of other websites**

The PlanIT Geo website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

## **Changes to our privacy policy**

PlanIT Geo keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 10 June 2021.

## How to contact us

If you have any questions about PlanIT Geo's privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: [privacy@planitgeo.com](mailto:privacy@planitgeo.com)

Call us at:

USA: +1 833 873 3627

UK: +44 (0) 3330 509905

Or write to us: PlanIT Geo, PO Box 1334, Wheat Ridge, Arvada, Colorado 80034 USA

## How to contact the appropriate authority

Should you wish to report a complaint or if you feel that PlanIT Geo has not addressed your concern in a satisfactory manner, you may contact the Information Commissioner's Office.

UK: Visit <https://ico.org.uk/global/contact-us/> or call 0303 123 1113

US: Visit

<https://www.state.gov/bureaus-offices/under-secretary-for-management/bureau-of-administration/privacy-office/>

Canada: Visit <https://www.oic-ci.gc.ca/en/contact-us>