

The Developmental Edge GDPR Statement

The General Data Protection Regulation (GDPR) is a European Union regulation which protects the rights of data subjects in the European Economic Area (EEA), with respect to the processing of their “personal data,” as such term is defined in the GDPR.

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Compliance

The Developmental Edge website (“our Website”), DEVELOPMENTAL SPRINT® (“our Application”), which is our proprietary application, and any of the other web or application based services operated or offered by The Developmental Edge (“our Services”) are designed to meet the principles of the GDPR. Here are some of the actions we’ve taken to ensure our compliance with GDPR:

- We limit the personal data we collect;
- We have established a legal basis for the processing of that data;
- We only retain personal data for a limited time period, after which, the data is deleted

What Personal Data is Collected and How it is Collected

Please see our Privacy Policy, which describes the categories of information we process, the purposes for which we process personal data, and how we collect that personal data.

How Long is Personal Data Retained

If you provide information to us to request a demo or ask a question, we will keep that information for up to twelve months after your last communication with us.

We will keep personal information provided by customers for up to three months after the end of our business relationship, unless you opt into our mailing list or Services. All payment information will be deleted three months after processing, unless we are required by law to keep it longer.



If you contact us directly using the contact information provided on our Website, we will retain your contact information for a period of at least three months and up to 12 months after we respond to your inquiry. After that, the communications will be deleted from our system, unless we are required by law to retain it longer.

Children's Privacy

Our Website, our Application and our Services were not developed or intended for individuals that are deemed to be children under applicable data protection or privacy laws, and we do not knowingly collect information from children.

Legal Basis for Processing

If you are a user of our Website, our Application and our Services located in the EEA, we rely on legitimate interest as the legal basis for processing the personal data we collect via our Website, our Application and our Services.

Controller and Processor

The Developmental Edge may, depending on which feature you use on our Website, our Application or our Services, be both Controller and Processor of personal data covered by the Privacy Policy for purposes of European data protection legislation.

Subprocessors

In connection with the operation of our Website or your use of our Application or our Services, The Developmental Edge may engage third parties (each a "Subprocessor") to process your personal data. As a condition of permitting a Subprocessor to process your personal data, The Developmental Edge will enter into a written agreement with each Subprocessor containing data protection obligations at least as protective as the technical and organizational measures The Developmental Edge has put into place to protect your personal data from accidental or unlawful destruction, loss, alteration, or unauthorized disclosure or access.

We use the following Subprocessors to operate our website and provide our services:

Name	Subprocessing Activity	Country of Origin
Amazon Web Services, Inc.	Cloud Services Provider	United States
Netfirms	Domain registrator	United States
Mailchimp	Email Marketing Service	United States
MongoDB Inc.	mongoDB database.	United States
Pantheon.io	Cloud Hosting Provider	United States



Vimeo	Video Hosting	Unites States
Automattic Inc.	WordPress CMS Platform	Unites States
Google, LLC	Analytics, Fonts	Unites States
Xhtml Friends Network	This profile enables the site to use the FOAF semantic insertions for richer metadata.	Unites States
Schema.org	Schema.org is a collaborative, community activity with a mission to create, maintain, and promote schemas for structured data on the Internet, on web pages, in email messages, and beyond.	Unites States
YouTube (part of Google, LLC)	Video Hosting	Unites States
RegFox	Event registration	United States

International Data Transfers

If you are located within the EEA when you visit our Website or use our Application or our Services, we may transfer your personal data outside of the EEA. When we do, we will ensure that an adequate level of protection is provided for the information by using industry-standard encryption at rest and in transit. Visit our Privacy Policy to learn more about the technical and operational measures we implement and our compliance with the EU-U.S. Privacy Shield Framework and Swiss-U.S. Privacy Shield Framework.

Your Data Protection Rights Under GDPR

If you are a resident of the European Union, you have certain data protection rights under the GDPR. The Developmental Edge will take reasonable steps to allow you to access, review, update, rectify, or delete any personal data we hold about you.

In certain circumstances, you have the following data protection rights:

- **Right of access.** The right to obtain access to your personal data.
- **Right to rectification.** The right to erase or rectify inaccurate or incomplete data.
- **Right to erasure.** The right to obtain the erasure of your personal data in certain circumstances.
- **Right to portability.** The right to move, copy, or transfer personal data.
- **Right to restrict processing.** The right to restrict processing of personal data.
- **Right to object to processing.** The right to object to processing of personal data for certain purposes.

If you wish to exercise one of these rights, please contact us by using the contact details below. We may ask you to verify your identity before responding to these requests.



Direct Marketing

You may opt-out of receiving marketing communications at any time by unsubscribing from email marketing, by changing your notification settings in The Developmental Edge application or by opting-out of any emails we may send to you.

How to Contact Us

If you have any questions about this GDPR Statement, you may contact us online, via email to info@developmentaledge.com, or you can send correspondence to the following addresses:

Way to Grow INC, LLC d/b/a The Developmental Edge
Attn: Legal
2370 Massey Ln
Decatur, GA 30033

If contacting us does not provide you with an adequate resolution and your inquiry is related to information collected about you in the European Union/European Economic Area, please contact the applicable EU Data Protection Authority.

Changes to this GDPR Statement

Please visit this page periodically to stay aware of any changes to this GDPR Statement, which we may update from time to time. If we modify this GDPR Statement, we will make the revised overview available at the URL of this page and indicate the date of the latest revision.