

# seventhings

## Product Description

According to the privacy policy found below, we offer the use of the FireFlies software (<https://fireflies.ai>) for the transcription of meetings. This is intended to provide both you and us with a summary and evaluation of the discussions' conclusions. We only use the software with your consent at the beginning of the conversation, and you will receive the same summary and evaluation as we do.

### Description:

Fireflies.ai is an AI-powered platform specialized in automatically recording, transcribing, and summarizing meetings. This technology allows for the capture of important conversations, meetings, and presentations for easier analysis and reference later on. The integration with HubSpot for Sales optimizes the sales process by automatically saving a summary and important details of customer meetings directly in HubSpot. This is achieved through the seamless connection between Fireflies.ai and the HubSpot CRM, allowing data such as meeting notes, action items, and customer interactions to be transferred without manual effort.

The recordings and data are stored in the cloud infrastructure of Fireflies.ai, where they are analyzed using advanced AI algorithms. These algorithms are capable of recognizing speech, transcribing it, and extracting key information from the conversations. The analysis includes identifying themes, questions, follow-up actions, and other relevant details that could be significant for the sales team.

By applying AI, the efficiency and productivity of sales teams are significantly increased, as time-consuming tasks such as manually noting down meeting content and transferring this information into the CRM system are automated. The integration ensures that all relevant information and insights from customer meetings are directly available in HubSpot, facilitating better follow-up, customer care, and customer experience. The results are made available to all participants.

Signed, seventhings by ITEXIA

Date: 02/2024

## Information for Data Subjects (Prospects) on Direct Collection (Article 13 GDPR)

### Sales of New Customers

#### **Responsible Entity:**

ITEXIA GmbH, Hainstrasse 2, 01097 Dresden (Deutschland)

#### **Legal Representative:**

The Management

#### **Data Protection Officer:**

DataOrga® GmbH, E-Mail: dsb@seventhings.com

#### **Details on Processing Activity:**

##### **Purpose of the Processing Activity:**

Our company acquires B2B new customers who typically purchase our products. The initial processing of the necessary contact details occurs through recommendations, contacts at trade fairs or industry directories, or lead campaigns.

If prospects book an online appointment, the software "Fireflies.ai" will be used for evaluation and summary of the consultation after announcement and consent.

##### **Legal Basis for the Processing Activity:**

The processing is necessary for the purposes of the legitimate interests pursued by the controller or by a third party according to Art. 6(1)(f) GDPR, and the interests or fundamental rights and freedoms of the data subject do not override those interests.

Consent according to Art. 6(1)(a) GDPR exists. The requirements for consent according to Art. 7(1-4) GDPR are fulfilled.

##### **Categories of Recipients:**

Processors (Service Processor in the sense of Art. 4 No. 8 GDPR in conjunction with Art. 28 GDPR)

Internal (Sales, Customer Success Management)

##### **Contractors (Service Processor):**

Microsoft Ireland Operations, Ltd. (Dublin 18)

HubSpot, Inc. (Cambridge)

Fireflies AI (Pleasanton)

##### **Data Transfer to a Third Country:**

The controller plans to transfer personal data to the following third countries: United States of America

Use of Standard Contractual Clauses according to Art. 46(2)(d) GDPR

# seventhings

These have been adopted by a supervisory authority and approved by the EU Commission according to the examination procedure under Art. 93(2) GDPR.

## **Additional Information Obligations:**

### **Duration of Personal Data Storage:**

Recordings will be stored for a maximum of 3 months. Textual summaries from the conversations will remain stored in the CRM until the customer's termination and will then be automatically deleted.

### **Rights of the Data Subject:**

You have the right to access (according to Art. 15 GDPR) your personal data processed by the controller, as well as the right to rectification (Art. 16 GDPR), erasure (Art. 17 GDPR), and restriction of processing (Art. 18(1) GDPR). Furthermore, you have the right to object to processing (Art. 21 GDPR) and the right to data portability (Art. 20 GDPR).

If you wish to exercise your rights, please contact the data protection officer mentioned above.

### **Right to Lodge a Complaint:**

You have the right to lodge a complaint with the competent supervisory authority.

### **Obligation to Provide Personal Data:**

You are not obligated to provide personal data.

### **Automated Decision-Making:**

There is no automated decision-making or profiling.