



Privacy Policy

Effective Date: 06/01/2025

Last Updated: 06/12/2025

Axiom ("we", "our", "us") is committed to protecting and respecting your privacy in accordance with the General Data Protection Regulation (GDPR) and other applicable data protection laws in the European Union and in the United States of America.

This Privacy Policy explains how we collect, use, share, and protect your personal data when you interact with our website (<https://axiumhq.com>) and when we act as a technical support provider for the Roam platform.

1. Who We Are

Gerphi Consulting LLC d/b/a Axiom is a US-based company that partners with Roam to provide technical support.

Email: contact@axiumhq.com

Website: <https://axiumhq.com>

2. What Data We Collect

We may collect and process the following types of personal data:

- **Identification data:** name, company, email address, phone number
- **Usage data:** IP address, browser type, pages visited, time spent on the site
- **Technical data:** device information, operating system
- **Support data:** tickets or inquiries submitted to our technical support team
- **Cookie data:** preferences, consent choices, and browsing behavior

3. How We Collect Your Data

We collect personal data in the following ways:

- When you fill out forms or contact us on <https://axiumhq.com>
- When you interact with our technical support team for Roam-related issues
- Automatically through cookies and analytics tools when you visit our website

4. Legal Bases for Processing

We process your personal data based on the following legal grounds under the GDPR:

- **Contractual necessity** – for license management and support
- **Legal obligations** – to comply with regulatory requirements
- **Legitimate interests** – to improve services and ensure security
- **Consent** – for marketing communications and non-essential cookies

5. How We Use Your Data

We use personal data for the following purposes:

- To respond to support inquiries and resolve technical issues
- To analyze website traffic and usage behavior (via cookies and analytics)
- To improve our services and ensure website security
- To communicate updates, where legally permitted or with your consent
- To communicate important notices to you, such as information about changes to this Privacy Notice, our Sites, and service updates.
- To allow you to participate in an event organized or promoted by us and/or our business partners.
- To inform you of our new products, services, and events that we think you will find valuable by sending promotional messages via email, phone, and/or other similar communications means. (If you would prefer not to receive these communications,

simply follow the unsubscribe instructions on the promotional communications that you receive.)

- To provide you with the products, services and information that you have requested, including providing copies of white papers, eBooks, guides, and where applicable, processing orders.

6. Sharing Your Data

We do not sell your data. We may share your data only with:

- Roam (for license activation, support coordination, and platform-related issues)
- Service providers (hosting, analytics, CRM tools) under GDPR-compliant agreements
- Legal authorities when required by law

All third parties are required to process your data in compliance with applicable data protection regulations and only for the purposes specified by Axium.

7. Data Transfers Outside the EU

If your data is transferred outside the European Economic Area (EEA), we ensure appropriate safeguards are in place, such as:

- Standard Contractual Clauses approved by the European Commission
- Transfers to countries with an adequate level of protection, as determined by the EU

8. Data Retention

We retain your personal data only as long as necessary for the purposes outlined in this policy or to comply with legal obligations. Typically:

- Support data is retained for up to 2 years
- Cookie data is retained based on your consent preferences
- Contractual and billing data is retained for up to 7 years (as required by law)

9. Your Rights Under GDPR

You have the right to:

- Access your data
- Rectify inaccurate data
- Request erasure ("right to be forgotten")
- Restrict processing
- Object to processing
- Data portability
- Withdraw consent at any time
- Lodge a complaint with your local Data Protection Authority (DPA)

To exercise any of your rights, contact us at: contact@axiumhq.com

10. Cookies and Tracking Technologies

We use cookies to enhance your browsing experience, analyze traffic, and personalize content. You can manage your cookie preferences through the cookie consent banner on <https://axiumhq.com>.

For more information, see our Cookie Policy.

11. Security Measures

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, loss, or misuse, including encryption, access controls, and secure servers.

12. Updates to This Policy

We may update this Privacy Policy from time to time. You will be notified of any material changes via our website or by email where appropriate.

Contact Us

If you have any questions or concerns about this Privacy Policy or how we handle your data, contact our data controller at:

Email: privacy@axiumhq.com