

Strictly Necessary Cookies

Our software uses "essential" Cookies to carry out activities that are strictly necessary for the operation or delivery of the Service. These cookies are used for activities that are vital to delivering or operating the service you requested from us and do not require consent.

Essential Cookies:

When Gainsight is used for legitimate purposes related to enhancing the product experience, such as improving usability, tracking feature engagement, or capturing user insights to drive innovation, it falls under the category of essential cookies. These do not require specific user consent as they are fundamental to the operation and improvement of our products.

Measurement & Analytical Cookies

Our software uses cookies to measure traffic and analyse user behaviour with the goal of improving the service.

Name of Cookie	Purpose	Place of Processing	Expiry
Gainsight	We use the information to understand how users interact with the product. IRIS uses this data for analytics purposes to improve our products.	EU	12 months

Purpose and Legal Basis for Processing

IRIS is constantly aiming to improve its products for its Customers. Gainsight is used to collect information that helps us understand how users interact with the Product. The purpose of this is to enhance our customers' experience when using our products.

The legal basis we rely on to place essential cookies, including Gainsight, is legitimate interest, as these cookies are strictly necessary for the operation of our products. For marketing-related engagements that sit outside these legitimate reasons, additional consent will be required.

Reason/Benefit of Data Collection

Reason/Benefit	Description
User Experience	Personalised walkthroughs and in-software prompts to support navigation based on usage.
User Profiling	Creating targeted functionality such as language packs for international users, region-specific features, and tailored software reminders.
Personalised Engagements	In-software access or prompts to help files, release notes, and support messages, identifying content relevant to users.
User Groups	Targeted invites to product workshops, special interest groups, and system usage feedback requests.
Browser Version	Identifying browsers for testing and retirement.
Usage Analysis	Understanding feature usage to ensure appropriate support, guidance, and potential migrations to more suitable products.

Data Collection and Retention

As part of the in-product user experience, we collect:

- Email address, first name, and last name (no additional consent required)
- Usage activity within the product (e.g., frequently used features, session duration)
- Commercial data (e.g., company name, country code, industry, licence number)

Data is retained within Gainsight for a rolling 12-month period and is automatically deleted after this time.

Data Sharing and Storage

We share data with our subprocessor Gainsight. Your data is stored on secure servers within the EU. IRIS has implemented industry-standard security measures to protect personal data from loss, misuse, or unauthorised alteration or destruction, in compliance with data protection laws.

Managing Your Cookie Preferences

As Gainsight is classified as strictly necessary, it does not require consent. However, for any non-essential marketing engagements, users must provide explicit consent before tracking can occur.

Your Data Rights

Under data protection law, you have the right to:

- **Access:** Request copies of your personal data.
- **Rectification:** Ask us to correct inaccurate or incomplete information.
- **Erasure:** Request deletion of your personal data in certain circumstances.
- **Restriction:** Ask us to restrict the processing of your data in certain circumstances.
- **Objection:** Object to processing if we process your data based on legitimate interests.

Contact Details

Owner and Data Controller:

IRIS Group Limited (470 London Road, Slough, SL3 8QY)

Owner contact email:

You can contact the Product Owner for further information on the use of Cookies in this product.