

# EOPE OÜ Marketing Communications and Cookie Preferences

## Marketing Emails

### 1. Introduction to Marketing Communications

- **Purpose:** Users opting into marketing emails agree to receive communications that enhance their experience and knowledge of EOPE's offerings. These emails aim to keep them informed about relevant training opportunities and platform developments that can benefit their professional or organizational goals.
- **Value Proposition:** Emphasize that the emails are designed not only to promote EOPE's products but also to deliver value through educational content, industry news, and insights that support effective learning and development strategies within organizations.

### 2. Content of Emails

- **Course Updates:** Provide updates on new and updated courses available on EOPE's LMS that are relevant to the user's industry or organizational role. Highlight how these courses can help in achieving compliance, skill enhancement, or professional development goals.
- **Feature Announcements:** Announce new features or enhancements to the EOPE platform that improve usability, accessibility, or introduce innovative ways to engage with training content.
- **Exclusive Offers and Promotions:** Inform users about special promotions, discounted pricing, or early access to new services that can provide cost-effective solutions for their training needs.
- **Educational Resources:** Include tips, best practices, case studies, and thought leadership articles that can help users better understand the impact of effective training and development and how to leverage EOPE's LMS to achieve these outcomes.

### 3. Frequency of Communication

- **Scheduled Communications:** Clarify that marketing emails are typically sent on a monthly basis to ensure that users are kept up-to-date without overwhelming their inbox.
- **Event-Driven Communications:** Mention that additional emails may be sent to highlight significant updates or time-sensitive offers that are important for users to act on, such as registration deadlines for webinars or live training sessions.
- **User Preferences:** Note that the frequency of emails can also be adjusted based on user preferences, allowing users to opt-in for more frequent updates if they wish.

### 4. User Control and Consent

- **Consent Flexibility:** Users have full autonomy over their subscription to marketing emails. They are provided with clear information on the type of content they will receive and are given the straightforward option to opt in.
- **Easy Opt-Out Mechanism:** To unsubscribe from marketing emails, users should send an email to [info@eope.ee](mailto:info@eope.ee) stating their request to opt out. This method ensures a direct and secure process for users wishing to cease communications.
- **Consent Management:** Users can manage their email preferences through their account settings on the EOPE platform. This allows users to tailor the types of emails they receive, selecting from categories such as course updates, promotional offers, or industry insights.

### 5. Data Usage and Privacy

- **Confidential Handling of Information:** EOPE is committed to protecting the privacy and security of our users' personal information. All personal information collected for marketing purposes, such as email addresses and user preferences, is handled with the utmost care and is stored on secure servers.

- **Purpose-Specific Usage:** Personal data collected from users who opt into marketing emails is used exclusively for the purpose of sending the subscribed content. This includes updates about new courses, promotions, and relevant news related to the LMS and professional development opportunities. The information is not used for any other purposes unless additional explicit consent is obtained.
- **No Third-Party Sharing:** EOPE does not sell or rent user information to third parties. Any sharing of user data is strictly limited to partners who assist in delivering the marketing emails, such as email service providers. These partners are bound by strict data processing agreements that guarantee the confidentiality and integrity of the data, ensuring they adhere to the same standards of data protection as EOPE.
- **Compliance with Data Protection Laws:** EOPE adheres to the General Data Protection Regulation (GDPR) along with other relevant data protection laws. We ensure that all user data is processed in a lawful, fair, and transparent manner. Users have the right to access, correct, delete, or restrict processing of their personal data at any time.
- **Data Security Measures:** We implement robust security measures to prevent unauthorized access, alteration, disclosure, or destruction of your personal information. These measures include encryption, firewalls, and secure server facilities. Regular audits and reviews of our data protection policies and procedures are conducted to ensure they are effective and compliant with current regulations.
- **User Rights:** Users have the right to request access to the personal information that EOPE holds about them, to request corrections to any inaccuracies, to request the deletion of their data, and to object to certain types of processing. Instructions on how to exercise these rights are clearly provided on the EOPE platform and in all communications.

## Customized Cookies

### 1. Purpose and Use of Customized Cookies

- **Enhancing User Experience:** Customized cookies are used to remember user preferences, such as login information, language settings, and menu preferences, which help streamline the user experience on the EOPE platform.
- **Site Optimization:** Cookies help track how users navigate through the EOPE LMS, identifying popular pages and potential pain points. This data is used to improve the functionality and responsiveness of the site.
- **Personalization of Content:** Cookies enable EOPE to deliver more relevant content to users, such as showing training courses tailored to a user's role or interests based on their previous interactions with the platform.
- **Analytics and Performance:** We use cookies to gather data about traffic to our site and how users interact with our services. This includes monitoring the effectiveness of our marketing campaigns and optimizing our content for better engagement and learning outcomes.

### 2. User Benefits

- **Seamless Experience:** By accepting cookies, users enjoy a more seamless browsing experience, with faster load times and customized content that aligns with their specific needs and preferences.
- **Relevant Advertising:** Cookies facilitate the display of advertisements that are relevant to the user's interests, enhancing the chances of discovering useful products or services without intrusive or irrelevant ads.
- **Improved Service Delivery:** Continuous improvements in content delivery and platform performance are supported by insights gained from cookie data, ensuring that the platform evolves to meet user expectations and industry standards.

### 3. Control and Customization

- **Managing Preferences:** Users can control their cookie settings directly through their web browser, allowing them to accept, decline, or delete cookies according to their preferences. Instructions on how to modify browser settings are provided on the EOPE website.

- **Cookie Settings Panel:** EOPE offers a cookie settings panel accessible from the website footer, where users can specifically choose which types of cookies they allow, such as strictly necessary, performance, analytics, or targeting cookies.
- **Transparency and Access:** Users are always informed about the type of cookies being placed and have easy access to their current cookie settings, ensuring that consent is fully informed and easily reversible.

#### 4. **Privacy Assurance**

- **Data Security:** EOPE adheres to stringent data security practices to protect cookie-collected information from unauthorized access or misuse. This includes using encryption and secure server environments.
- **Confidentiality Commitment:** Information collected through cookies is treated confidentially and is not shared with third parties for their marketing purposes without user consent.
- **Compliance with Privacy Laws:** EOPE's cookie practices comply with GDPR and other relevant privacy regulations, ensuring that users' rights and data are respected at all times.