

Privacy Policy and Terms of Use

Applies to: Viz Extensions developed and distributed by LaDataViz B.V.

Overview

LaDataViz B.V. (“we,” “our,” or “us”) develops and distributes custom Viz Extensions for Tableau. These extensions run entirely within the Tableau environment and are designed to extend Tableau’s visualization capabilities without compromising the security or privacy of your data.

This Privacy Policy explains what information our extensions access, process, or store when used within Tableau Desktop, Tableau Server, or Tableau Cloud.

Data Access and Processing

Data Scope

Viz Extensions never access or store raw data from your Tableau data sources. They only access aggregated data that is already available within the Tableau worksheet they are embedded in.

- No direct database connection is established.
- No underlying tables, field values, or unaggregated records are read or transmitted.

In-Browser Operation

All visualization rendering happens entirely in the user’s browser. The data used to draw charts is temporarily handled only for rendering purposes. No data is logged or stored by LaDataViz servers at any point.

Our Viz Extensions operate under a zero-data policy: no data is stored or retained beyond the client’s Tableau session. The extensions are fully compliant with Tableau’s Extension API Security Guidelines.

Limited Technical Information

Anonymous User Identifier

To manage licensing and prevent misuse, each Viz Extension may access [Tableau's uniqueUserId property](#). This identifier:

- Is automatically provided by Tableau's API;
- Represents a unique, anonymous hash per user within a Tableau environment;
- Cannot be used to identify or retrieve personal information;

We do not have access to user names, email addresses, or any other identifying information.

License Validation

When a license key is activated, the extension securely transmits the following minimal information to our licensing service:

- The unique user ID (anonymous);
- The license key used for activation.

This data is used solely to verify license validity and prevent unauthorized distribution. No IP addresses, environment details, or usage logs are collected.

The license validation is handled through AWS Firestore.

Hosting

Viz Extensions are served from our domain and hosted on Netlify, which provides secure global content delivery.

Payments

Purchases and license management are handled through Lemon Squeezy, a third-party payment processor.

LaDataViz B.V. does not process or store any payment details. Please refer to Lemon Squeezy's own Privacy Policy for details on how payment data is handled.

Contact

LaDataViz B.V.

Rotterdam, The Netherlands

Email: tristan@ladataviz.com

Website: <https://vizextensions.com>