

Introduction

seyseo respects your privacy and we would like to inform you on how we collect, use and disclose any personal information that individually identifies you. This Privacy Policy explains our online information practices applicable to the websites available (the “**Sites**”) and all **seyseo** services like apps and other products made available to you on, through or in association with the **seyseo** services (the “**Services**”). We will only collect, use and disclose your personal information in accordance with this Privacy Policy in a lawful, fair, and transparent manner.

If you have any questions about this Policy, including any requests to exercise your legal rights, including any queries relating to this Policy, please contact us at info@seyseo.com.

Personal data and basis for Collection

Personal data means any data or information about an individual from which that person can be identified. Where **seyseo** is acting as a data controller, **seyseo** may collect, use, store and transfer different kinds of personal data about you which **seyseo** has grouped together as follows:

Identity Information are collected Directly from the individual via our Participation Contact, Direct Interactions; for the purposes of Delivering our products or services, Marketing purposes, Recruiting employees and contractors, Customizing and improving user experience, To bill and collect money, Providing customer support, Contacting users, Meet legal requirements, Record keeping and administration, Data analytics and market research, Compliance and dispute resolution. The legal basis we rely for processing your **Identity Information** is Consent of the user and we plan to keep your Identity Information for 5 years and we share your **Identity Information** with our Cloud storage providers.

Contact Information are collected Directly from the individual via our Participation Contact, Direct Interactions; for the purposes of Delivering our products or services, Providing customer support, Contacting users, To bill and collect money. The legal basis we rely for processing your **Contact Information** is Consent of the user and we plan to keep your Contact Information for 5 years and we share your **Contact Information** with our Cloud storage providers.

Bank or Credit Card Information are collected Directly from the individual via our Direct Interactions, Participation Contact; for the purposes of To bill and collect money. The legal basis we rely for processing your **Bank or Credit Card Information** is Consent of the user and we plan to keep your Bank or Credit Card Information for 5 years and we share your **Bank or Credit Card Information** with our Cloud storage providers.

Tax and Invoice Details are collected Directly from the individual via our Participation Contact, Direct Interactions; for the purposes of Meet legal requirements, To bill and collect money. The legal basis we rely for processing your **Tax and Invoice Details** is Consent of the user and we plan to keep your Tax and Invoice Details for 5 years and we share your **Tax and Invoice Details** with our Tax authorities.

Social Media Information are collected Directly from the individual via our Direct Interactions, Participation Contact; for the purposes of Data analytics and market research, Delivering our products or services, Recruiting employees and contractors, Customizing and improving user experience. The legal basis we rely for processing your **Social Media Information** is Consent of the user and we plan to keep your Social Media Information for 2 years and we share your **Social Media Information** with our Analytics service providers, Cloud storage providers, Advertising partners.

Usage and Log Data are collected Directly from the individual via our Participation Contact, Direct Interactions; for the purposes of Customizing and improving user experience, Data analytics and market research, Marketing purposes. The legal basis we rely for processing your **Usage and Log Data** is Public Interest / Public Task and we plan to keep your Usage and Log Data for 2 years and we share your **Usage and Log Data** with our Analytics service providers, Cloud storage providers, Advertising partners.

Device and Technical Information are collected Directly from the individual, From a third party (Google Analytics) via our Direct Interactions, Participation Contact; for the purposes of Marketing purposes, Customizing and improving user experience, Data analytics and market research. The legal basis we rely for processing your **Device and Technical Information** is Public Interest / Public Task and we plan to keep your Device and Technical Information for 2 years and we share your **Device and Technical Information** with our Analytics service providers, Cloud storage providers, Advertising partners.

Demographic Information and Interests are collected From a third party (Google Analytics), Directly from the individual via our Direct Interactions, Participation Contact; for the purposes of Customizing and improving user experience, Data analytics and market research, Marketing purposes. The legal basis we rely for processing your **Demographic Information and Interests** is Public Interest / Public Task and we plan to keep your Demographic Information and Interests for 2 years and we share your **Demographic Information and Interests** with our Analytics service providers, Advertising partners, Cloud storage providers.

We will actively review the information we hold and delete it securely, or in some cases anonymise it, when there is no longer a legal, business or customer need for it to be retained.

If you fail to provide personal data

Where **seyseo** needs to collect personal data by law, or under the terms of a contract **seyseo** has with you and you fail to provide that data when requested, **seyseo** may not be able to perform the contract it has or is trying to enter. In this case, **seyseo** may have to cancel the Services but it will notify you. Therefore, **seyseo** solely requests the data which are needed to provide it's services.

Data security

We have put in place Encryption, Access Controls, Access to data requires a password, Employee Training security measures to prevent your personal data from being accidentally lost, used or accessed in an unauthorized way, altered or disclosed. Third party processors

will only process your personal data on our instructions and they are subject to a duty of confidentiality. We shall implement penal clauses to our data processor agreements in order to effectively supervise the third party processing activities.

Data Subject's Rights

You can do the following at any time by contacting us via the email address or phone number given on our website: (i) see what data we have about you, (ii) change/rectify any data we have about you, (iii) have us delete any data we have about you, (iv) express any concern you have about our use of your data and request the restriction of processing and (v) withdraw your consent for processing of personal data.

Amendments to the Privacy Policy

As and when necessary, changes to this Privacy Policy will be posted here. Where changes are significant, we may also email all our registered users with the new details, and where required by law, we will obtain your consent to these changes.