

Privacy policy

1. About this Privacy Policy

Thanks for choosing Crowdy!

Crowdy respects the privacy of the users of the Platforms and is committed to protecting the personal data. We believe that you have a right to know our practices regarding the personal data that we may collect and use while you use Platforms.

- We want to explain how and why we gather, store, share and use your personal data - as well as help to better guide the controls and choices Users have around when and how Users choose to share personal data
- Alternatively, if you do not agree with the content of this Privacy Policy, then please remember it is your choice whether you want to use the service provided by Crowdy
- If you have concerns about how we use your personal information, you can contact us at info@crowdy.app

2. About Crowdy

Crowdy is defined as the 'data controller' of user's personal information under data protection law. Crowdy develops and manages the Platforms and is the owner and provider of <https://crowdy.app/>

- Crowdy as a "data controller"- Crowdy acts as a service provider towards you.

Via the Platforms, we provide social community platform allowing brands to connect to their fans and communities, as more fully described on our websites (our "Services").

[We are Crowdy Ltd registered in London, United Kingdom.](#)

3. Your consent

Users agree to the Terms & Conditions set out in this Privacy Policy, including to the collection and processing of your personal information (as defined below), by entering and/or

connecting and/or using the website and/or installing the Platforms. If you disagree to any term provided herein, you may not enter into, connect to, access and/or use the website and/or may not install, access and/or use the Platforms and you are requested to promptly delete your profile and/or uninstall the Platforms from your

device. For the avoidance of doubt, you hereby consent to the collection, processing, transfer and use of your personal information. You acknowledge and confirm that you are not required to provide us with your personal information and that such information is voluntarily provided to us.

4. Data we collect from you

We only collect the personal data you provide us with via the Platforms. This includes but not limited to:

- Personal data: First name, last name, date of birth, country of residence;
- Account data: Email and/or Phone number and (encrypted) password;
- Technical & usage data: Logs relating to access and use of the Platforms, IP-address and unique device identifier;
- Financial specificities: Google Pay account information or card details, name on card, country or region, postal code for payment processing.

In order to have access to the location data and camera of your mobile device, specific authorisation is requested via the pop-up screen. Without the provision of the personal data outlined above, you cannot use the Platforms. In addition to the above categories of personal data, we may process any other type of personal data you voluntarily provide to us, as well as the information we deduce or generate in this context.

5. How do we collect information?

There are two main methods we use:

- We collect information through your entry, connection, installation, access and/or use of the Platforms. When you are using the Platforms we are aware of it and may gather, collect and store the information relating to such usage. For instance, when you are using the Platforms we collect data produced by your device, such as your geo-location
- We collect information which you provide us voluntarily. For instance, we collect personal information when you register, open an account and when you fill out the payment request. We may gather, collect and store such information either independently or through the help of our authorised thirdparty service providers as described below. We collect such data in such manner, to achieve the purposes set out in this Privacy Policy.

6. The use of a client's personal data

When a user interacts with Crowdy Services, we use a different variety of technologies. We use your information in the following ways, but not limited to:

- Provide and Personalise your Crowdy Services via our Platforms
- To fix, diagnose, troubleshoot and better understand any technical difficulties or issues with our services, making sure that the Platforms are as effective and relevant to give you the best experience they can
- To connect, evaluate, and develop new features, services, technologies and improvements to the Crowdy Services
- In case we need to connect with the user to send notifications to check we have carried out your instructions correctly or to resolve queries or issues after the User has agreed to accept push notifications
- To assess if the customer is eligible to use our services
- To prevent fraud and provide security for our users
- To send marketing messages to the users with updates or relating to our retail partner's services and/or products, monitor our user activity to measure, understand and improve the effectiveness of any functionality
- To process your payments with the provided payment details

7. Who do we share the data with?

- Sometimes we share your information with our partners, with those we do business with
- We work with service providers that work on our behalf which may need access to certain personal data in order to provide their services to us. These companies include those we've hired to provide customer support, operate the technical infrastructure that we need to provide the Crowdy service (e.g. cloud storage providers, IT service providers), assist in protecting and securing our systems and services, and help market Crowdy's own products and services as well as partner products, services, events, and co-branded promotions in which Crowdy is involved
- We share personal data with our payment processors to enable payment processing or for anti-fraud purposes
- We work together with advertising parties to enable us to customise the advertising content you may receive on Crowdy. These include helping us

delivering more relevant ads, recommendation items and our partner's promotional messages. We may process some of your data to help Crowdly understand your behaviour and preferences so that we can deliver a more personalised version to you

- Crowdly may also need to transfer personal data, if estimated in good faith that it is necessary, to other parties such as public authorities

8. Data retention and your rights

- Crowdly keeps user data only as long as necessary to provide Crowdly services and for reasonable and essential business purposes, such as maintaining platform service, providing audit details or complying with legal obligations
- You can object to the data processing (ask the processing to be restricted) and/or request for this data to be deleted or anonymised. You have a right to request a copy of the personal data you provided to us. These rights can be exercised by contacting us on info@crowdy.app
- If you have given us any consent that we need to use your personal data, you can withdraw your consent at any time by sending an email to info@crowdy.app
- If the user asks to terminate all personal data, Crowdly would not be able to provide the user with Crowdly Services
- If you have consented thereto, Crowdly can send direct marketing messages to you relating to third party services or products and monitor the behaviour of the Users for advertising purposes
- You may choose to share personal data (for example, your email address) with our partners who may want to directly send you news or promotional offers. You will always have the option to change your mind and withdraw your consent at any time

9. Direct marketing

You agree that we may use your contact details you provided to us (including, without limitation, email address) to provide you commercial and/or non-commercial materials related to our current and/or future products and services. You can always withdraw your consent by following the instructions in the message sent to you or by sending us an email to info@crowdy.app.

10. Data process

- We process the data through our secure servers in the UK and European Union and normally store it for several years
- Sometimes the information goes outside the UK and European Union, but we try and keep this to a minimum

11. Keeping personal data safe

- Crowdly is committed to protecting users' personal data. We use accepted industry standard technologies and organisational flows to help protect and ensure the security of your personal data. However, please note that there is an inherent risk of transmitting information over the internet and we cannot guarantee that use of your personal information or unauthorised access will never occur. Crowdly will not be liable for any loss or damage of any data or information, deletion, hacking, unauthorised access, theft or other security intrusions
- Users passwords protect your user accounts, so we strongly recommend using the password that is unique to your Crowdly account and never share it and log out after using Crowdly's service. No Crowdly employee will ask you for your password

12. Third party service providers

Authentication: If you use a third party service to create an account (such as Facebook), we will import your personal data via that third party service to create an account with us but only when you have consented to that third party service sharing your personal data.

Technical: We work with technical service partners that provide us with certain data, such as mapping IP addresses to non-precise location data (e.g.city), to enable us to provide the Crowdly Services, content, and features.

Through us, you may be introduced to third-party vendors and/or websites. The privacy policies of these third parties are not under our control and may differ from ours. The use of any information that Users may provide to any third-party, or the use of "cookie" technology by any third-party, will be governed by the privacy policy of the operator of the website that Users are visiting.

If we are processing User's information on behalf of a third party then User should contact that party directly because Crowdly serves as a data processor on behalf of third

party in that instance and can only forward User's request to the buyer to allow them to respond. Individuals also have the right to make complaints to regulatory authorities in respect of our privacy practices.

13. Children

Crowdy Services are not directed to children under the age of 13 years. Crowdy Services are also not offered to children whose age makes it illegal to process their personal data under the data protection laws or other local law.

We do not knowingly collect personal data from children under 13 years or under the applicable age limit (the "Age Limit"). If you are under the Age Limit, please do not use Crowdy Services, and do not provide any personal data to us.

If you are a parent of a child under the Age Limit and become aware that your child has provided personal data to Crowdy, please contact us at info@crowdy.app and you may request exercise of your applicable rights detailed in this Privacy Policy.

If we learn that we have collected the personal data of a child under the age of 13 years, we will take reasonable steps to delete the personal data which may require us to delete the Crowdy account for that child.

14. Changes to Privacy Policy

Crowdy reserves the right to change this policy from time to time, so please re-visit this page frequently.

References

- "data protection laws" means the General Data Protection Regulation (EU 2016/679) or any substantially equivalent law enacted in the UK, as applicable
- "your information" or "information about you" or "personal information" means personal data (as defined in the data protection laws) about you