

Privacy Policy

LAST UPDATED: September 20th, 2024

Lokality is committed to protecting the personal information you share with us. This Privacy Policy explains how we collect, store, use, and disclose information. This Privacy Policy applies to our website lokalitiy.io and all associated websites ("Website"), our mobile application ("App"), and our corporate activities, collectively referred to as our services ("Services"). By using our Services or providing information to us, you consent to us collecting, storing, using, and disclosing information as described in this Privacy Policy.

CONTACT US

If you have any questions regarding this Privacy Policy, please contact us at info@lokalitiy.io.

Your acceptance of this privacy policy:

The provisions contained in this Privacy Policy supersede all previous notices and statements regarding our privacy practices with respect to the Services. If you do not agree to all provisions of this Privacy Policy, you may not access or use the Services.

We may update or modify this Privacy Policy from time to time. If we make any material changes to this Privacy Policy or the way we use, share or collect Personal Information, we will notify you by revising the "Effective Date" at the top of this Privacy Policy, prominently posting an announcement of the changes on our Services, or by sending you a written communication using the contact information you provided us prior to the new policy taking effect. We will obtain your consent for any material changes to this Privacy Policy that affect the way we use, share, or collect your Personal Information. Users are bound by any changes to the Privacy Policy after such consent has been obtained or notice has been communicated. We encourage you to review this Privacy Policy regularly to ensure that you are familiar with Lokality's current practices.

Further, you acknowledge that this Privacy Policy is part of our Terms of Service at lokalitiy.io and is incorporated therein by reference. By accessing or using our Services, you agree to be bound by the Terms of Service. If you do not agree to our Terms of Service, do not access or use our Service.

Information we get from you:

When you use our Services, we collect information that you provide to us. Additionally, certain information is automatically collected from you. Some of this information may identify you ("Personal Information"), and some of this information may not identify you ("Anonymous Information"). Sometimes, Anonymous Information may directly or indirectly be associated or combined with Personal information. In these cases, such Anonymous Information will be considered Personal Information for purposes of this Privacy Policy. In addition, to the extent that Internet Protocol ("IP") addresses or similar identifiers or information are considered personally identifiable information by applicable law, we will treat those items as Personal Information under this Privacy Policy.

INFORMATION YOU PROVIDE TO US

Information you may provide includes your name, email, mobile number, Facebook or Apple username, birth date, and login or account name. You also may provide us with the addresses of other people. You retain full legal responsibility for the ownership and authorization of any information you input into our website.

If you apply for a position with us, you may provide us information about your work history, work authorization status, education, skills, professional licenses, permits or certifications, and references, as well as information in any documents you may choose to provide, such as a CV, resume or cover letter, and any other information you choose to provide to us.

If you purchase our Services or products, you may provide your credit or debit card information. Lokality uses third parties to process payments – we do not collect or store credit card information.

When you choose to save your payment method with us, you explicitly agree to the following terms:

- Your authorization for Lokality to initiate payments on your behalf for specified transactions
- The timing and frequency of payments, which may include scheduled installments, subscription payments, or unscheduled top-ups, as applicable to your specific service agreement
- Our method for determining payment amounts, which will be clearly communicated during the transaction process
- For subscription services, our cancellation policy and procedures
- The storage and future use of your payment method, which will only be used for purposes explicitly agreed upon
- You must actively consent to save your payment method for future use by selecting the appropriate option (e.g., "Save my payment method for future use" checkbox) during the checkout process

We maintain records of your consent to these payment terms and your payment method preferences. You may update or remove your saved payment methods at any time through your account settings.

If you provide your phone number, we send a few kinds of transactional text messages directly relating to your use of your Services, like confirming your account and resetting your password. By providing your mobile phone number, you expressly consent to receive this type of transactional text messages from us at that number. Third-party data and message fees may apply.

INFORMATION COLLECTED AUTOMATICALLY FROM DEVICES

When you access our Services, we may automatically collect information that is linked to your computer, phone, or other device, including information related to your behavior and activity while interacting with us, such as your IP address, operating system and version, local time zone, date, time, and activity of your request, device type (e.g. desktop, laptop, tablet, phone, etc.), device manufacturer, screen size, and language preference.

Consistent with most websites, we use cookies and pixel tags. Cookies are small text files used to collect information and pixels are transparent images that allow us to understand how users interact with our Websites. The Websites use necessary cookies and analytics cookies.

DO NOT TRACK

Do Not Track ("DNT") is an optional browser setting that allows you to express your preferences regarding tracking by advertisers and other third parties. We employ technology to recognize and respect DNT preferences that you set in your web browser.

How we use information

In general, we use the information we collect to provide you with the best possible Services, and continually improve them over time.

Specifically, we may use Anonymous Information as well as Personal Information as described elsewhere in this Privacy Policy to improve our Services, to ensure our Services work properly, and for other research and commercial purposes. These purposes include, among other things, to:

- To provide the Services and related notices;
- To create user accounts and/or profiles through registration and import user contacts;
- To respond to your inquiries and/or requests about our Services and products;
- To administer, maintain, analyze, improve, and customize the Services and create a better experience for users in our Services;
- To provide or send information about our Services;

- To send transactional text messages directly relating to your use of your Services (e.g., confirming your account and resetting your password);
- To receive feedback and provide customer and technical support for the Services;
- To conduct surveys, research, and audits;
- To fulfill any orders placed through the Websites (including processing your payment information, arranging for shipping, and providing you with invoices and/or order confirmations);
- To process your employment application, including assessing your job qualifications, conducting reference checks, and conducting background checks if we offer you a position, as permitted by applicable law.
- To provide information to our representatives and/or advisors, such as our attorneys, accountants, and others to help us comply with legal, accounting, or security requirements;
- To verify and respond to your requests regarding your personal information or questions you may have about this Privacy Policy.
- To detect, prevent, and investigate actual or suspected fraud, hacking, infringement, or other misconduct involving the Services; and for other purposes disclosed at the time of collection.

Additionally, we may use your personal information if we think we need to or are permitted to for legal purposes, to protect our business, our rights, or our property, or to address activity that may be illegal, unethical, or legally actionable.

How we share information

Lokality does not sell your personal information to third parties, nor do we disclose personal information to third parties for direct marketing purposes.

We may share Anonymous Information with third parties as described elsewhere in this Privacy Policy and to improve our Services and for other commercial purposes.

We take your privacy seriously, and may disclose Personal Information only as follows:

To Authorized Service Providers

Authorized Service Providers are third parties whose services Lokality uses to operate and improve our own Services. These third parties include agents, contractors, vendors, system integrators, etc. Lokality, our affiliates, and our service providers may share this Personal Information with each other and use it consistent with this Privacy Policy. They may also combine it with other information to provide and improve our Services.

To customer support employees

Authorized customer support employees may access to your Personal Information as needed to resolve issues you encounter on our Services and help you use our Services.

We may share information about you for legal, safety, and security reasons. We may share information about you if we reasonably believe that disclosing the information is needed to:

- comply with any valid legal process, governmental request, or applicable law, rule, or regulation.
- investigate, remedy, or enforce potential Terms of Service violations.
- protect the rights, property, or safety of us, our users, or others.
- detect and resolve any fraud or security concerns.

We may share information about you as part of a merger or acquisition. If Lokality gets involved in a merger, asset sale, financing, liquidation or bankruptcy, or acquisition of all or some portion of our business to another company, we may share your information with that company before and after the transaction closes.

Data Retention and Deletion

We will retain your personal information for the period necessary to fulfill the purposes outlined in this Privacy Policy unless a longer retention period is required or permitted by law. The retention period for different types of personal information may vary depending on the purpose of processing, the type of information, and legal or operational retention needs.

You may request the deletion of your personal information by contacting us at info@lokality.io. We will process your request within 30 days, unless we are required to retain your information for legal, security, or operational purposes. In such cases, we will inform you of the reason for retaining the information.

After deletion, some non-identifiable data may remain. However, we will delete or de-identify your personal information, including your username and email address, to the extent technically feasible.

How we secure your information

Lokality takes commercially reasonable steps designed to protect personal information from unauthorized access, alteration, or destruction; maintain data accuracy; and help ensure the appropriate use of personal information. We implement industry-standard security measures, including:

- Our data remains hashed when it is stored.
- Regular security audits and updates to our systems and processes.
- Access controls to limit employee access to personal information on a need-to-know basis.

No method of transmission, or method of electronic storage, is 100% secure. Therefore, we cannot guarantee its absolute security. Please keep this in mind when disclosing any personal information to us over the Internet. In addition, we are not responsible for the circumvention of any privacy settings or security measures contained on the Services, or third party websites.

How you can access and control the information we collect

If you're already a Lokality user, you may access, update, alter, or delete your basic user profile information by editing your user profile. You can control the information we collect about you by limiting what information you provide in your profile.

Deletion of data

If you would like to cancel your account or delete your personal information, you may do so. Barring legal requirements, we will delete your full profile (within reason). You may contact us to request the erasure of the data we process on the basis of consent within 30 days. After an account has been deleted, certain non-identifiable data may remain. However, we will delete or de-identify your personal information, including your username and email address.

Anonymized data

Your data is anonymized before it is aggregated as part of a reference class, such as a team or global reference class. This information is not personally identifiable. If you are using our Services, such as our plugins, without registering for a Lokality web account, your information will be anonymous. We also do not consider this data personal information.

Our use of cookies and tracking

Cookies

We use cookies to make interactions with our Services easy and meaningful. We use cookies (and similar technologies) to keep you logged in, remember your preferences, and improve our services. By using our Services, you agree that we can place these types of cookies on your computer or device. If you disable your browser or device's ability to accept these cookies, you may not be able to log in or use our Services.

Third parties may collect or receive information about your use of our Services and use that information to provide conversion tracking, measurement services, and targeted ads. We may employ learnings of your behavior to serve you with targeted advertisements on third-party websites in an effort to re-market our products and services to you.

Web tracking and analytics

We use a number of third-party analytics and service providers to help us evaluate our Users' use of Lokality, compile statistical reports on activity, and make smarter product decisions. In addition, we use our own internal analytics software, such as in our plugins, to provide features, monitor for bugs, and improve the overall quality of our Services.

Pixel tags

Our emails may contain a pixel tag, which is a small, clear image that can tell us whether or not you have opened an email and what your IP address is. We use this pixel tag to make our email more effective for you and to make sure we're not sending you unwanted email.

Online Tracking and Do Not Track Signals

We and our third party service providers may use cookies, pixels, or other tracking technologies to collect information about your browsing activities over time and across different websites following your use of the Site and use that information to send targeted advertisements. Our Services currently do not respond to "Do Not Track" ("DNT") signals and operate as described in this Privacy Policy whether or not a DNT signal is received. If we do respond to DNT signals in the future, we will update this Privacy Policy to describe how we do so.

How we communicate with you

We use your email address to communicate with you, with your permission. For example, if you contact our Support team with a request, we respond to you via email. You may manage your communication preferences in your user Account settings.

Depending on your email settings, we may occasionally send notification emails about product launches, new features, requests for feedback, important policy changes, or to offer customer support. We also send marketing emails based on your choices and in accordance with applicable laws and regulations. There is an "unsubscribe" link located at the bottom of each of the marketing emails we send you.

Please note that you cannot opt out of receiving important communications from us, such as emails from our support team or system emails, but you can configure your notifications settings in your profile to opt out of other communications. You can also delete your account permanently, which will remove you from all future communications with us.

Changes to our Privacy Policy

Lokality may change our Privacy Policy from time to time. We will provide notification to Users of material changes to this Privacy Policy through our Website or by sending an email to the

primary email address specified in your Lokality account. For changes to this Privacy Policy that do not affect your rights, we encourage you to check this page for updates.

Contact Us

If you have any questions about this Privacy Policy or our data practices, please contact us:

Lokality Data Protection Officer [Insert physical address] Email: dpo@lokality.io

If you have concerns about the way we are handling your personal information, please let us know immediately. We want to hear from you and address your concerns.