

Privacy Policy

SoftMagic Ltd.'s Privacy Policy

This privacy policy will explain how our organisation uses the personal data we collect from you when you use our apps and websites.

Topics:

- What data do we collect?
- How do we collect your data?
- How will we use your data?
- How do we store your data?
- Marketing
- What are your data protection rights?
- Privacy policies of other websites
- Changes to our privacy policy
- How to contact us

Our Company collects the following data:

SoftMagic Ltd. does **not** collect any data that is directly personally identifiable. All data collected within our apps and websites is collected anonymously.

Examples of data we collect include website and app usage data. We also collect crash and error data within our apps.

SoftMagic Ltd. collects your data so that we can:

Improve our apps and services by analysing which features are most used within our products. This allows us to adjust our products to better fit our user's needs.

We **never** sell or share your data with third parties.

How do we store your data?

Your data is stored securely in our cloud using the highest industry standards in data encryption and data transit security.

Marketing

Our company will never contact you with unsolicited marketing information, nor will it ever sell your contact details to third parties who may wish to market to you.

If you have agreed to receive marketing, you may always opt out at a later date.

You have the right at any time to stop **SoftMagic Ltd.** from contacting you for marketing purposes.

What are your data protection rights?

SoftMagic Ltd. would like to make sure you are fully aware of all of your data protection rights. Every user is entitled to the following:

The right to access – You have the right to request **SoftMagic Ltd.** for copies of your personal data.

The right to rectification – You have the right to request that **SoftMagic Ltd.** correct any information you believe is inaccurate. You also have the right to request **SoftMagic Ltd.** to complete the information you believe is incomplete.

The right to erasure – You have the right to request that **SoftMagic Ltd.** erase your personal data, under certain conditions.

The right to restrict processing – You have the right to request that **SoftMagic Ltd.** restrict the processing of your personal data, under certain conditions.

The right to object to processing – You have the right to object to **SoftMagic Ltd.**'s processing of your personal data, under certain conditions.

The right to data portability – You have the right to request that **SoftMagic Ltd.** transfer the data that we have collected to another organisation, or directly to you, under certain conditions.

If you make a request, we have one month to respond to you. If you would like to exercise any of these rights, please contact us at our email:

contact@softmagic.co.uk

Or write to us:

SoftMagic Ltd.
86 - 90 Paul Street
London
EC2A 4NE
England

Privacy policies of other websites

The **SoftMagic Ltd.**'s website contains links to other websites. Our privacy policy applies only to our website, so if you click on a link to another website, you should read their privacy policy.

Changes to our privacy policy

SoftMagic Ltd. keeps its privacy policy under regular review and places any updates on this web page. This privacy policy was last updated on 19 August 2019.

How to contact us

If you have any questions about **SoftMagic Ltd.**'s privacy policy, the data we hold on you, or you would like to exercise one of your data protection rights, please do not hesitate to contact us.

Email us at: contact@softmagic.co.uk

Or write to us at:

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