

# Privacy Policy

Last Updated: 24/10/2024

This Privacy Policy (the “Policy”) sets out the terms under which Braver (“We”, “Us”, or “Our”) collect, process, and safeguard personal data in relation to the use of Our mobile application (the “App”). By accessing or using the App or Website, You (“You” or “Your”) consent to the collection and processing of Your personal information as set forth herein.

## 1. Scope of the Policy

This Policy applies to all personal data collected through Your use of the App, as well as any communications You may have with Us in relation to Our services. It governs how We collect, use, disclose, and protect Your personal data, in compliance with applicable data protection laws.

## 2. Information We Collect

We may collect and process the following categories of personal data:

### 2.1. Information Provided by You

Personal data that You provide directly to Us through the App or related services, including but not limited to:

- Full name
- Contact details (e.g., email address, telephone number)
- Payment and transaction details (if applicable)
- Other personal data You choose to provide in correspondence with Us.

### 2.2. Automatically Collected Data

We may collect information automatically when You interact with the App, including:

- Device information (e.g., device type, operating system)
- IP address and geolocation data (where enabled)
- Usage data, including interaction with App features and preferences
- Cookies or similar tracking technologies (where applicable and permitted).

### 2.3. Third-Party Sources

We may obtain personal data about You from third-party sources, such as social media platforms, where You have opted to link Your account or engage with Us via such platforms.

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### 3. Purpose of Processing

We process Your personal data for the following legitimate business purposes:

- **Provision of Services:** To provide, operate, and maintain the App and related services, including account creation, user authentication, and customer support.
- **Performance and Improvement:** To monitor, analyze, and improve the functionality and performance of the App, as well as to enhance user experience.
- **Communications:** To communicate with You regarding Your account, respond to Your inquiries, and notify You of updates or changes to the App or services.
- **Marketing and Promotions:** To provide You with promotional materials, special offers, or information regarding new features or services, subject to Your consent where required by law.
- **Compliance:** To comply with legal obligations, court orders, or other binding legal requirements, and to safeguard Our rights and interests.

### 4. Disclosure of Personal Data

We will not sell, rent, or otherwise disclose Your personal data to third parties except in the following circumstances:

#### 4.1. Service Providers

We may share Your personal data with trusted third-party service providers who assist Us in delivering the App or related services (e.g., hosting providers, payment processors). These third parties are contractually obligated to maintain the confidentiality of Your personal data and to use it solely for the purpose of providing services to Us.

#### 4.2. Legal Obligations

We may disclose personal data if We are required to do so by law, regulation, or legal process, or in response to a valid request from a governmental authority, such as a court order.

### 5. Data Security

We implement and maintain appropriate technical and organisational measures to safeguard the personal data We collect from accidental loss, misuse, unauthorised access, disclosure, alteration, or destruction. While We strive to protect Your personal data, no system can guarantee complete security, and as such, We cannot warrant the absolute security of Your information

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### 6. Data Retention

We retain personal data only for as long as is necessary to provide our services whilst complying with legal obligations. If you choose to delete your account or exercise your right of erasure, we will remove all personally identifiable information associated with your account from our systems. However, to support the continued functionality and quality of our services, certain content, such as photos of landmarks or other uploads, may be retained in an anonymized form. This data is stripped of any information that could identify you personally and is no longer linked to your identity.

Our goal is to respect your privacy while maintaining a useful and high-quality service. If you have questions about our data retention practices, please contact us at [info@braver.world](mailto:info@braver.world).

### 7. Your Rights

You have the following rights in relation to the personal data We process:

- You may request a copy of the personal data We hold about You.
- You may request the correction of inaccurate or incomplete data.
- You may object to or request that We restrict the processing of Your personal data in specific situations.
- You may request that We provide You with a copy of Your data in a structured, commonly used format for transfer to another service provider.
- Where processing is based on Your consent, You may withdraw this consent at any time without affecting the lawfulness of processing prior to withdrawal.

To exercise any of these rights, please contact Us at the details provided below. We reserve the right to verify Your identity before processing any request.

### 8. Right to Erasure

If you choose to exercise your right to erasure, we will delete your account and remove all personally identifiable information associated with it. However, to support the continued functionality and quality of our services, we may retain your previously uploaded photos and content in an anonymized form. This means any photos of landmarks or other uploads you provided may still be visible within the app, but they will no longer be linked to your personal identity.

### 9. Cookies and Similar Technologies

We may use cookies and similar technologies to collect information about Your use of the App, as provided in the Cookie Policy. Cookies help Us enhance user experience by

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remembering preferences and improving performance. You may manage or disable cookies via Your device settings. However, please note that some features of the App may not function properly without cookies.

### 10. International Data Transfers

Where your personal data is transferred outside of the UK or the European Economic Area (EEA), We will ensure that appropriate safeguards are in place, including reliance on standard contractual clauses approved by relevant authorities, to protect Your data and Your rights.

### 11. Children's Privacy

We do not knowingly collect personal data from children under the age of 13. Should We become aware that We have inadvertently collected such data, we will take immediate steps to delete it. If You believe that We may have collected personal data from a child under 13, please contact Us immediately.

### 12. Changes to the Policy

We reserve the right to update or amend this Policy from time to time. Any changes will be communicated via the App or by other appropriate means. Your continued use of the App following any such changes constitutes Your acceptance of the revised Policy.

### 13. Contact Information

If You have any questions regarding this Policy please contact Us at:

**Braver**

Email: **info@braver.world**