

LOCATIONS ALMANAC

PRIVACY POLICY

We ask that you read this privacy policy carefully as it contains important information on who we are, how and why we collect, store, use and share personal information, your rights in relation to your personal information and on how to contact us and supervisory authorities in the event you have a complaint.

This privacy policy is divided into the following sections:

- Who we are
- Our app
- Our collection and use of your personal information
- Transfer of your information out of the EEA
- Cookies and similar technologies
- Marketing
- Your rights
- Keeping your personal information secure
- How to complain
- Changes to this app privacy policy
- How to contact us

Who we are

This is operated by Mahoney Digital Ltd trading as “Locations Almanac” registered in England and Wales with Company Number 11013197 whose registered office is at 26 Cherry Orchard Road, Bromley, England, BR2 8NE. We are digital innovations agency and for more information see www.mahoney.digital.

We collect, use and are responsible for certain personal information about you. When we do so we are regulated under the General Data Protection Regulation which applies across the European Union (including in the United Kingdom) and we are responsible as ‘controller’ of that personal information for the purposes of those laws.

Our app

This privacy policy relates to your use of our app, called “Locations Almanac”.

Our collection and use of your personal information

We collect personal information about you when you access our app, register with us or contact us.

We collect this personal information from you either directly, such as when you register with us or contact us or indirectly, such as your browsing activity while on our app (see ‘Cookies’ below).

The personal information we collect about you depends on the particular activities carried out through our app. Such information includes:

- your name, address and contact details
- date of birth
- details of any feedback you give us by phone, email, post or via social media
- information about the services we provide to you

We use this personal information to:

- Create and manage your account with us
- provide services to you
- customise our app and its content to your particular preferences
- notify you of any changes to our app or to our services that may affect you
- improve our services

This app is not intended for use by children under the age of 13 and we do not knowingly collect or use personal information relating to children.

Our legal basis for processing your personal information

When we use your personal information we are required to have a legal basis for doing so. There are various different legal bases upon which we may rely, depending on what personal information we process and why.

The legal bases we may rely on include:

- consent: where you have given us clear consent for us to process your personal information for a specific purpose
- contract: where our use of your personal information is necessary for a contract we have with you, or because you have asked us to take specific steps before entering into a contract
- legal obligation: where our use of your personal information is necessary for us to comply with the law (not including contractual obligations)
- legitimate interests: where our use of your personal information is necessary for our legitimate interests or the legitimate interests of a third party (unless there is a good reason to protect your personal information which overrides our legitimate interests)

Further information—the personal information we collect, when and how we use it

For further details on when we collect personal information, what we collect as well as how we use it, please read the following sections:

When information is collected	What information we ask for	How and why we use your information
When you register with us	Contact details: your name and email address	<p>We ask for this:</p> <ul style="list-style-type: none"> — to create and manage your account with us — to communicate with you about your account <p>We rely on [insert] as the lawful basis for collecting and using your personal information.</p> <p>We will keep this information until:</p> <ul style="list-style-type: none"> — you close your account with us — we close your account

Marketing

We would like to send you information about new locations and new releases of the app, which may be of interest to you. Where we have your consent or it is in our legitimate interests to do so, we may do this by email, text message (SMS) or automated call.

If you have previously agreed to being contacted in this way, you can unsubscribe at any time by:

—contacting us at info@locationsalmanac.com

For more information on your rights in relation to marketing, see 'Your rights' below.

Your rights

Under the General Data Protection Regulation you have a number of important rights free of charge. In summary, those include rights to:

- fair processing of information and transparency over how we use your use personal information
- access to your personal information and to certain other supplementary information that this Privacy Notice is already designed to address
- require us to correct any mistakes in your information which we hold
- require the erasure of personal information concerning you in certain situations
- receive the personal information concerning you which you have provided to us, in a structured, commonly used and machine-readable format and have the right to transmit those data to a third party in certain situations
- object at any time to processing of personal information concerning you for direct marketing
- object to decisions being taken by automated means which produce legal effects concerning you or similarly significantly affect you
- object in certain other situations to our continued processing of your personal information

- otherwise restrict our processing of your personal information in certain circumstances

For further information on each of those rights, including the circumstances in which they apply, see the Guidance from the UK Information Commissioner's Office (ICO) on individuals rights under the General Data Protection Regulation.

If you would like to exercise any of those rights, please:

- email, us at info@locationsalmanac.com

Keeping your personal information secure

We have appropriate security measures in place to prevent personal information from being accidentally lost, or used or accessed in an unauthorised way. We limit access to your personal information to those who have a genuine business need to know it. Those processing your information will do so only in an authorised manner and are subject to a duty of confidentiality.

We also have procedures in place to deal with any suspected data security breach. We will notify you and any applicable regulator of a suspected data security breach where we are legally required to do so.

How to complain

We hope that we can resolve any query or concern you raise about our use of your information

The General Data Protection Regulation also gives you right to lodge a complaint with a supervisory authority, in particular in the European Union (or European Economic Area) state where you work, normally live or where any alleged infringement of data protection laws occurred. The supervisory authority in the UK is the Information Commissioner who may be contacted at <https://ico.org.uk/concerns/> or telephone: [0303 123 1113].

Changes to this app privacy policy

This app privacy policy was published in November 2018 and last updated on [that date].

We may change this app privacy policy from time to time, when we do we will inform you via the app.

How to contact us

Please contact us if you have any questions about this privacy notice or the information we hold about you.

If you wish to contact us, please send an email to info@locationsalmanac.com.