**Privacy Policy**

This Privacy Policy explains how trendAssist will store and collect data.

This Policy should be read carefully and if you do not agree with the terms of this Policy, do not use the software. Your information will not be used or given to any third parties.

If you are willing to supply the financial data, this will be the only sensitive data that the program uses. Only the financial sales data and account username and password will be collected. No other data is requested. This financially sensitive information we require for the business side is the gross sales for a given day. We will also require a person’s custom inputted username and password. This account data will be stored in an encrypted manner in a secure database.

If, at any time, the Privacy Policies are updated, a notification will be sent to you and it will be your responsibility to read and agree to the updated Policy before proceeding with using the program.

We will abide by the following OECD Fair Information Principles for our specific uses:

* Collection Limitation: We will only be collecting information for our program pertaining to financial sales data used for the sole purpose of trend prediction and account information
* Data Quality: Personal account data will be encrypted and managed in a secure database
* Purpose Specification: We will explicitly ask for only the sales data relevant to our prediction algorithm
* Use Limitation: We will be open on how the data will be used for our application, however the exact algorithms will not be disclosed
* Security Safeguards: The user’s personal data will be protected through secure connections such as SSH and use AES-256-bit encryption
* Openness: The policy will always be up to date and available for any user to read
* Accountability: trendAssist will be liable for any misuse or loss of personal data
* Individual Participation: The user will be able to access data pertaining specifically to them at any time and will be able to have open communication with the developers on how to access his or her information.