**Privacy Policy**

**1. Introduction**

Welcome to **socialytica.net** ("Website"). Protecting your privacy and ensuring the security of your personal information is of utmost importance to us. This Privacy Policy explains how we collect, use, store, and protect your data when you use our Website, products, and services. By accessing or using the Website, you agree to the terms outlined in this Privacy Policy. If you do not agree, please do not use our services.

This Privacy Policy complies with the latest data protection laws, including but not limited to the General Data Protection Regulation (GDPR), California Consumer Privacy Act (CCPA), and other applicable legal frameworks.

**2. Definitions**

* **Personal Data**: Any information that relates to an identified or identifiable individual, including but not limited to name, email address, IP address, or any other information that may directly or indirectly identify a person.
* **Processing**: Any operation or set of operations performed on Personal Data, including collection, recording, storage, use, disclosure, or deletion.
* **Data Controller**: The entity that determines the purposes and means of processing Personal Data.
* **Data Processor**: An entity that processes Personal Data on behalf of the Data Controller.
* **User**: Any individual accessing or using the Website, products, or services provided by **socialytica.net**.

**3. Data Collection**

We collect various types of data to improve your experience and ensure the functionality of the Website and our services. This includes:

**3.1. Data You Provide Directly**

* **Account Information**: When you register on the Website or purchase products, we may collect your name, email address, payment details, and other relevant account information.
* **Feedback and Communication**: If you contact us via email or through forms, we collect the content of your communication, including attachments.
* **Survey Responses**: Data submitted in response to surveys or questionnaires provided by the Website.

**3.2. Data Collected Automatically**

* **Log Data**: Includes your IP address, browser type, operating system, pages viewed, time spent on the Website, and the date/time of access.
* **Cookies and Tracking Technologies**: We use cookies and similar technologies to track your activity on the Website. Please refer to our Cookie Policy for more information.

**3.3. Data From Third Parties**

* **Social Media Platforms**: If you engage with us on social media or link your account, we may receive information such as your username, profile picture, and public interactions.
* **Payment Providers**: We receive transaction data from payment processors to verify payments and facilitate orders.

**4. Purpose of Data Collection**

We collect and process your Personal Data for the following purposes:

* **Service Delivery**: To provide you with the products and services you request, including Relationship Tests and other features.
* **Personalization**: To enhance your experience by tailoring content and features based on your preferences.
* **Communication**: To send notifications, updates, and respond to inquiries or feedback.
* **Marketing**: To inform you about promotions, new features, or services you may find interesting, subject to applicable consent requirements.
* **Compliance**: To comply with legal obligations and enforce our terms and conditions.
* **Security**: To monitor, detect, and prevent fraudulent or unauthorized activity.

**5. Legal Basis for Processing**

We process Personal Data based on one or more of the following legal grounds:

* **Consent**: Where you have provided explicit consent for specific purposes.
* **Contractual Necessity**: When processing is required to fulfill a contract with you.
* **Legal Obligation**: To comply with applicable laws, regulations, or court orders.
* **Legitimate Interests**: Where processing is necessary for our legitimate business interests, provided it does not override your fundamental rights and freedoms.

**6. Data Sharing**

We may share your data with the following parties:

* **Service Providers**: Third-party vendors who assist in delivering our services, such as hosting providers, analytics tools, and payment processors.
* **Legal Authorities**: When required to comply with legal obligations, such as responding to court orders or regulatory requests.
* **Business Transfers**: In the event of a merger, acquisition, or sale of assets, your data may be transferred to the new entity.

We do not sell your Personal Data to third parties.

**7. International Data Transfers**

Your Personal Data may be transferred to and processed in countries outside your jurisdiction. When such transfers occur, we ensure appropriate safeguards are in place, such as standard contractual clauses or equivalent measures.

**8. Data Retention**

We retain your Personal Data only as long as necessary to fulfill the purposes outlined in this Privacy Policy or to comply with legal obligations. Once the retention period expires, your data will be securely deleted or anonymized.

**9. Your Rights**

Depending on your jurisdiction, you may have the following rights:

* **Access**: To request access to your Personal Data.
* **Rectification**: To correct inaccurate or incomplete data.
* **Deletion**: To request the deletion of your data, subject to legal restrictions.
* **Objection**: To object to processing based on legitimate interests.
* **Data Portability**: To receive a copy of your data in a structured, machine-readable format.
* **Withdraw Consent**: To withdraw consent at any time where processing is based on consent.

To exercise these rights, please contact us at contact@socialytica.net.

**10. Data Security**

We implement robust technical and organizational measures to protect your data from unauthorized access, alteration, disclosure, or destruction. These measures include encryption, access controls, and regular security audits.

**11. Cookie Policy**

Cookies are used to improve your browsing experience and enhance the functionality of the Website. You can manage your cookie preferences through your browser settings. For detailed information, please see our Cookie Policy.

**12. Changes to This Privacy Policy**

We may update this Privacy Policy periodically to reflect changes in our practices or legal requirements. The "Last Updated" date at the top of this page indicates the most recent revision.

**13. Contact Us**

If you have any questions, concerns, or requests regarding this Privacy Policy, please contact us at:

**Email**: contact@socialytica.net