

# GDPR Privacy Policy for EcoScan

Effective Date: 26/02/2024

EcoScan ("we," "us," or "our") operates the EcoScan web application ("Service"). We are committed to protecting and respecting your privacy in compliance with the General Data Protection Regulation (GDPR) and other relevant legislation.

This policy sets out the basis on which any personal data we collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our practices regarding your personal data and how we will treat it.

## 1. Data Controller

EcoScan is the data controller responsible for your personal data. Our contact details are:

- Email: [sw1000@exeter.ac.uk](mailto:sw1000@exeter.ac.uk)

## 2. Personal Data We Collect

We may collect and process the following data about you:

- **Account Information:** Your username, password, and email address when you register for an account on our Service.
- **Location Data:** Your location data when using our interactive map and QR code scanning features.
- **Quiz Responses:** Your responses to quizzes that you participate in on our Service.
- **Usage Data:** Information about how you access and use our Service, including through the use of cookies.

## 3. How We Use Your Data

We use your personal data to:

- Provide and improve our Service.
- Administer your account and manage your registrations.
- Analyze your use of our Service for trend monitoring, marketing, and advertising purposes.
- Comply with legal obligations.

## **4. Data Sharing and Disclosure**

We may share your personal data with third parties in the following situations:

- **\*\*Service Providers:\*\*** To assist in providing our Service, such as hosting and database management.
- **\*\*Legal Requirements:\*\*** If required by law or in response to valid requests by public authorities.

## **5. Data Security**

We have implemented appropriate technical and organizational measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction.

## **6. Your Rights**

Under GDPR, you have the right to:

- Access, correct, delete, or request the restriction of processing your personal data.
- Withdraw consent at any time where we rely on consent to process your personal data.
- Lodge a complaint with a supervisory authority.

## **7. Data Retention**

We will retain your personal data only for as long as necessary to fulfill the purposes we collected it for, including for the purposes of satisfying any legal, accounting, or reporting requirements.

## **8. Changes to This Policy**

We may update this policy from time to time. We will notify you of any changes by posting the new policy on this page.

## **9. Contact Us**

If you have any questions about this GDPR Privacy Policy, please contact us at [sw1000@exeter.ac.uk](mailto:sw1000@exeter.ac.uk)