InstaMatch I/S Privacy Policy

# Introduction

Welcome to SeeMatch, a movie swiping app that allowes you and your friends to share and discover movies together. We are committed to protecting the privacy and security of our users' personal data. This Data Protection Policy is designed to inform you about how we collect, use, and protect your personal data when you use our app. Our practices are in strict compliance with the General Data Protection Regulation (GDPR), a regulation in EU law on data protection and privacy. The purpose of this policy is to ensure that InstaMatch I/S respects and keeps safe all personal data collected and processed as part of our operations. This policy applies to all forms of data, whether digital or physical, that concerns and is related to personal data of our users. In this policy, "personal data" refers to any information related to an identifiable individual, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person. It's important for you, as a user of our app, to read and understand this policy. By using SeeMatch, you agree to the collection, use, and sharing of your personal data as described in this policy. If you do not agree with the terms, please do not access or use our services.

# Data Controller Information

## 2.1. Data Controller's Identity and Contact Details

The data controller for SeeMatch is InstaMatch, a company registered in Denmark, with the registered address at Kullinggade 6a svendborg 5700. For any inquiries or complaints regarding data protection and privacy, you can reach us at:

* Email: [info@instamatch.dk](mailto:info@instamatch.dk)
* Phone: +45 53 80 50 27
* Postal Address: Kullinggade 6a svendborg 5700.

InstaMatch is responsible for ensuring that your data is processed in compliance with this policy and the GDPR.

# Types of Data Collected

In this section, we describe the personal data that [Your App Name] collects, the purposes for which it is collected, and the legal basis for its processing under GDPR.

## 3.1 Personal Data Collected

SeeMatch may collect the following types of personal data from its users:

* **Identity Data**: This may include names, usernames, or similar identifiers.
* **Contact Data**: Such as email addresses and telephone numbers.
* **Location Data**: If our services require, we may collect precise location data.
* **Technical Data**: Includes internet protocol (IP) addresses, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system, and platform.
* **Usage Data**: Information about how you use our app and services.
* **Marketing and Communications Data**: Your preferences in receiving marketing from us and our third parties, as well as your communication preferences.

Please note that we do not collect any **Special Categories of Personal Data** (as defined under GDPR) unless explicitly provided by the user for a specific purpose.

## 3.2 Purpose of Data Collection

Each type of personal data we collect serves a specific purpose:

* **Identity and Contact Data** are used for user registration, password recovery, and communication.
* **Location Data** is used to provide location-specific services or offers. This may include, but is not limited to, location-specific streaming services recommendations and marketing.
* **Technical and Usage Data** help us to improve our app's functionality and to understand user preferences.
* **Marketing and Communications Data** are used for delivering relevant advertisements and offers.

## Legal Basis for Processing

We process your personal data on the following legal bases:

* **Consent**: We may process your data when you have given us explicit consent to use your personal data for a specific purpose.
* **Contract**: Processing is necessary for the performance of a contract to which you are a party, or to take steps at your request before entering into such a contract.
* **Legal Obligation**: Processing is necessary for compliance with a legal obligation to which we are subject.
* **Legitimate Interests**: Processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject.

# Data Collection and Use

In this section, we outline the methods by which SeeMatch collects data and how this data is utilized to provide and improve our services.

## 4.1 Method of Data Collection

[Your App Name] collects data through the following methods:

* **Direct Interactions**: Users provide us with their data when they:
  + Register for an account.
  + Fill in forms within the app.
  + Correspond with us via email, phone, or otherwise.
  + Provide feedback or participate in surveys.
  + Swipe within the app.
  + Use the chat within the app.
  + Interact with movies within the app, by e.g. liking or commenting.
* **Automated Technologies or Interactions**: As users interact with our app, we may automatically collect Technical and Usage Data. This data is collected using:
  + Cookies.
  + Server logs.
  + Other similar technologies.
* **Third Parties or Publicly Available Sources**: We may receive personal data about you from various third parties and public sources such as:
  + Analytics providers.
  + Advertising networks.
  + Search information providers.

## 4.2 Use of Data

The data collected by SeeMatch is used for various purposes:

* **To Provide and Manage Our Services**: Including:
  + Account setup and administration.
  + Delivering personalised content and services.
  + Processing transactions.
* **To Improve Our App**: By understanding how our services are used, we can make improvements and create new features that better serve our users.
* **For Communication**: We use your data to communicate with you about your account, security updates, and product information.
* **For Marketing and Advertising**: Subject to user consent, we may use data to provide personalized marketing and advertising.
* **Legal Obligations**: Complying with legal requirements and enforcing our terms and conditions.

## 4.3 Legal Basis for Use

Our use of your data will always have a legal basis, either because it is necessary to perform a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Specifically, we use your data for the following purposes based on the following legal bases:

* **erformance of a Contract**: When we need to perform the contract we are about to enter into or have entered into with you.
* **Consent**: Specifically for marketing and certain types of data processing. Should you want to Opt-out or
* **Legitimate Interests**: Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

# Data Sharing and Transfer

In this section, we detail how SeeMatch shares and transfers your personal data, either within InstaMatch or with external parties.

## 5.1 Sharing Data with Third Parties

SeeMatch may share your personal data with selected third parties, including:

* **Service Providers**: Third-party companies that provide services on our behalf, such as payment processing, data analysis, email delivery, hosting services, and customer service. [FILL IN THIS SECTION WITH ACCURATE AND SPECIFIC INFORMATION – ALSO INCLUDE LINKS TO EVERY 3. PARTY SERVICESES PRIVACY POLICY FOR REFERRAL]
* **Business Partners**: For collaborative marketing initiatives or other joint promotions.
* **Legal Requirements**: When required by law, we may disclose your personal data to authorities, such as law enforcement agencies, regulatory bodies, or courts.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. Third-party service providers are not allowed to use your personal data for their own purposes and are only permitted to process your personal data for specified purposes and in accordance with our instructions. [UPDATE THIS SO IT REFLECTS THE DATA WE SHARE WITH MARKETING SERVICES ]

## 5.2 International Transfers

SeeMatch operates on a global scale, which means your personal data may be transferred and stored in countries outside of the European Economic Area (EEA) for the purposes outlined in this policy. When we transfer your data outside the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

1. **Adequacy Decisions**: We transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.
2. **Standard Contractual Clauses**: Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.
3. **Binding Corporate Rules**: For transfers within InstaMatch's group of companies, we may rely on Binding Corporate Rules approved by a data protection authority.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.