

Privacy Policy for CineNiche

Effective Date: April 7, 2025

At CineNiche, we respect your privacy and are committed to protecting the personal information you share with us. This Privacy Policy outlines how we collect, use, and protect your data, and it explains your rights regarding your personal information under the General Data Protection Regulation (GDPR).

By using the CineNiche platform, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

We collect personal information from you when you register, interact with our services, or engage with our website and app. This includes:

1.1 Personal Information

- **Account Information:** When you create an account, we collect your name, email address, username, and password.
- **Payment Information:** If you make a purchase or subscribe to our services, we may collect billing information such as credit card details, billing address, and payment history. (This is processed securely through third-party payment processors.)
- **Profile Information:** This may include your profile picture, preferences, or movie ratings.

1.2 Usage Data

We collect information about how you use CineNiche, including:

- Your activity on our platform, such as movies you watch, search queries, and user ratings.
- Device information, including IP address, browser type, operating system, and device identifiers.
- Location data (if permitted by you) to offer tailored movie recommendations based on geographic location.

2. How We Use Your Data

Your personal data is used for the following purposes:

- **To provide and improve our services:** We use your information to offer personalized movie recommendations, show relevant content, and ensure that CineNiche runs smoothly.
- **To communicate with you:** We may send you account-related notifications, promotional emails, or customer service messages.
- **To process transactions:** Your payment information will be used solely to process payments for subscriptions or rentals made on CineNiche.
- **To improve user experience:** We use analytics to understand user behavior, which helps us improve the CineNiche platform and enhance your experience.

3. Legal Basis for Processing Data (GDPR)

Under the GDPR, we process your personal data based on the following legal grounds:

- **Consent:** When you sign up for CineNiche, we process your data based on your consent.
- **Contractual Necessity:** We use your data to perform our contract with you, such as processing payments or providing the content you request.
- **Legitimate Interests:** We may process your data to improve CineNiche's offerings or for marketing purposes (with your consent where required).
- **Compliance with Legal Obligations:** We may process your data to comply with legal requirements, including for accounting or tax purposes.

4. Data Retention

We retain your personal data for as long as necessary to fulfill the purposes outlined in this Privacy Policy. We will delete your data when it is no longer needed for these purposes, or you request its deletion, unless we are required to retain it by law.

5. Your Rights Under GDPR

As a user of CineNiche, you have the following rights regarding your personal data:

- **Right to Access:** You can request a copy of the personal data we hold about you.
- **Right to Rectification:** You can request corrections to any inaccurate or incomplete personal data.
- **Right to Erasure (Right to be Forgotten):** You can request the deletion of your personal data under certain conditions.
- **Right to Restrict Processing:** You can request that we limit the processing of your data.
- **Right to Data Portability:** You can request a copy of your data in a structured, commonly used, and machine-readable format.
- **Right to Object:** You can object to the processing of your data for certain purposes, including direct marketing.

To exercise any of these rights, please contact us at privacy@cineniche.com.

6. Sharing Your Data

We do not sell or rent your personal data to third parties. However, we may share your information with trusted service providers who help us operate CineNiche, including:

- **Payment Processors:** To facilitate transactions on CineNiche.
- **Analytics Providers:** To analyze usage and improve user experience.

- **Legal Compliance:** We may share data when required by law, such as responding to legal processes, protecting our rights, or complying with government requests.
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7. Data Security

We take the security of your personal data seriously and implement appropriate technical and organizational measures to protect it. This includes encryption, secure access controls, and regular security audits. However, no method of transmitting data over the internet is completely secure, and we cannot guarantee absolute security.

8. International Data Transfers

Your personal data may be transferred to and processed in countries outside the European Economic Area (EEA). We ensure that these transfers comply with the GDPR, using safeguards such as the EU Standard Contractual Clauses or other approved mechanisms.

9. Cookies and Tracking Technologies

We use cookies and similar tracking technologies to improve your experience with CineNiche. Cookies help us understand how you use the platform and enable us to offer personalized features. You can manage cookie preferences in your browser settings.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. If we make significant changes, we will notify you via email or through a notice on our platform. The updated Privacy Policy will be posted with an updated "Effective Date."

11. Contact Us

If you have any questions about this Privacy Policy or how we handle your personal data, please contact us at:

Email: privacy@cineniche.com

Address: [Insert your company address here]

This Privacy Policy has been designed to comply with the GDPR. If you have any questions about how we handle your personal information, don't hesitate to reach out!

Notes:

- This is a template, and I recommend that you consult with a legal professional to ensure compliance with GDPR and other relevant privacy laws specific to your jurisdiction.
- Be sure to adjust the details (like contact info and any specific data processing activities) to fit your exact business model.