**Privacy Policy**

QualNotes (“we”, “us, our”) provides a digital platform that helps social scientists and humanities academics and students to undertake and document the collection and analysis of field data using the research methods of mobile mapping, interviews, focus groups, participant observation and autoethnography, which includes recorded GPS routes, geotagged photos, videos, voice/text notes. The app provides the option for the user to share the aforementioned data with the public. This app also provides capability to export the aforementioned data for the purpose of academic disemination, for further analysis, and to document and support the publication of research papers. Users can opt to have any location-based stored only locally on their devices; it is the user’s decision whether they disclose or publish location-based. They must also have consent of any participants involved in the research to publish their location in the public sphere through research.

**WHAT THIS APP IS NOT FOR**

Please note that this App purpose is to support academic research. This app is not intended for personal or commercial use.

This Privacy Policy applies to the following services operated by QualNotes (collectively, the “Service”):

* “www.qualnotes.com” and other websites owned and/or operated by QualNotes that contain a link to this Privacy Policy (collectively, the “Site”).
* All mobile applications that contain a link to this Privacy Policy (the “QualNotes Apps”).
* All services made available by QualNotes through the Site and the QualNotes Apps.

This Privacy Policy explains what Personal Data (defined below) we collect, how we use and share that data, and your choices concerning our data practices.

**WHAT INFORMATION DO WE COLLECT?**

When you contact us or interact with our Service we collect information that alone or in combination with other information could be used to identify you (“Personal Data”). The Personal Data collected during these interactions may vary based on what you choose to share with us, but it will generally include:

* Account Data: When you sign up, some information is required to create an account on our Service, such as your name, username, email address.
* User Generated Content: User-generated content, such as profile pictures, GPS routes, photos, images, videos, voice/text memos, comments, questions, messages, and other content or information that you generate, transmit, or otherwise make available on the Service, as well as associated metadata.
* Metadata includes information on how, when, where and by whom a piece of content was collected and how that content has been formatted or edited. Metadata also includes information that users can add or can have added to their content, such as keywords, geographical or location information, and other similar data.

Additionally, when you interact or visit or register with the Service, the Service may automatically receive certain information about you. For example, the Service may monitor the number of people that visit the Site or use QualNotes Apps, peak hours of visits, which page(s) are visited on our Site or QualNotes Apps, the domains our visitors come from (e.g., google.com, yahoo.com, etc.), and which browsers people use to access and visit our Site (e.g. Chrome, Microsoft Internet Explorer, etc.), broad geographical information, and Site- and QualNotes App-navigation patterns. In particular, the following information is created and automatically logged in our systems:

* Log Data: Information that your browser automatically sends whenever you visit the Site or QualNotes Apps. Log data includes your IP address (so we understand which country you are connecting from when you visit the Site or QualNotes Apps), browser type and settings, the date and time of your request, and how you interacted with the Site or QualNotes Apps.
* Device Data: Includes the name of the device, operating system, and browser you are using. Information collected may depend on the type of device you use and its settings. We may also collect data from your device to estimate a variety of metrics like the time, frequency and
* Usage and Activity Data: We collect information about how you use our Site and QualNotes Apps, such as the types of content that you view or engage with, the features you use, the actions you take, and the time, frequency and duration of, and moving route. .
* Geolocation Data: If you have enabled location services for an QualNotes App on your mobile device or on your computer via the Site, we may collect your precise location information based on city, state, zip code, country, latitude and longitude. QualNotes may also derive your approximate location from the IP address of your computer or mobile device. Geolocation data is used for purposes of showing your accurate location on a map and to offer accurate geotagging of photos, voice notes, text annotations.
* QualNotes collects location data to enable geotagging in the following reserch methods (feautres of the app): (i) mobile mapping feature, (ii) participant observation and interviews feature, and (iii) autoethnography feature. The location data is only enabled or used while the app is in use. No location data is enabled nor used while the app is not in use. No background data is collected while the app is not in use, or when it is closed.
* Advertising ID Data: We do not collect advertising identifiers. We never collect any persistent device identifiers (such as SSAID, MAC, IMEI, etc) and we never connect the advertising identifiers to persistent device identifiers.
* Cookies Data: We use cookies to understand and save your preferences for future visits, keep track of advertisements and compile aggregate data about the Site traffic and the Site interaction so that we can offer better site experiences and tools in the future.

If you elect to authenticate to our Service using your account on another service (such as a Facebook, Google, or Apple account), we may receive from the that service information like your external account name as well as other information you may choose to make available to us based on your external account settings, such as contact lists and profile photos (if any). You can stop sharing the information from that service with us by removing our access to that service.

**HOW DO WE USE PERSONAL DATA?**

We use Personal Data to enable your use of our Service, including to create your account, user log in, and authentication. In addition, the use of your Personal Data might also necessary for the following legitimate business interests:

* To communicate with you and respond to your inquiries, comments, feedback or questions
* To manage our relationship with you, which includes sending administrative information to you relating to our Service and changes to our terms, conditions, and policies, and asking you to leave a review or take a survey.
* To analyze how you interact with our Service and provide, maintain and improve the content and functionality of the Service and our customer relationships and experiences, develop our business and inform our marketing strategy.
* To administer and protect our business, the Site and QualNotes Apps, prevent fraud, criminal activity, or misuses of our Site or QualNotes Apps, and to ensure the security of our IT systems, architecture and networks (including troubleshooting, testing, system maintenance, support and hosting of data); and
* To comply with legal obligations and legal process and to protect our rights, privacy, safety or property, and/or that of our affiliates, you or other third parties, and enforce our terms and policies.

**HOW WE SHARE AND DISCLOSE PERSONAL DATA?**

In certain circumstances we may share your Personal Data with third parties without further notice to you, unless required by the law, as set forth below:

* Vendors and Service Providers: To assist us in meeting business operations needs and to perform certain services and functions, we may share Personal Data with service providers, including hosting, cloud services and other information technology services providers; email communication software providers and email newsletter providers; database and sales services; customer relationship management, customer engagement, and customer feedback services; payment processors; security services; and analytics services. Pursuant to our instructions, these parties will access, process or store Personal Data in the course of performing their duties to us.
* Business Transfers: If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy, receivership, sale of all or a portion of our assets, or transition of service to another provider, your Personal Data and other information may be shared in the diligence process with counterparties and others assisting with the transaction and transferred to a successor or affiliate as part of that transaction along with other assets.
* Legal Requirements: If required to do so by law or in the good faith belief that such action is necessary to (i) comply with legal or regulatory obligations, including to respond to lawful requests from public authorities and to meet national security or law enforcement requirements, (ii) protect and defend our rights or property, (iii) prevent fraud, (iv) act in urgent circumstances to protect the personal safety of users of the Site, or the public, or (v) protect against legal liability.
* Other users and the public. Your profile and other user-generated content (except for messages) may be visible to other users of the Service and the public. For example, other users of the Service or the public may have access to your information if you chose to make your profile or other personal information available to them through the Service, such as when you provide comments, reviews, survey responses, or share other content. This information can be seen, collected and used by others, including being cached, copied, screen captured or stored elsewhere by others (e.g., search engines), and we are not responsible for any such use of information.

**DATA RETENTION**

We keep Personal Data for as long as reasonably necessary for the purposes described in this Privacy Policy, while we have a legitimate business need to do so, or as required by law (e.g. for tax, legal, accounting or other purposes), whichever is the longer. To determine the appropriate retention period for your Personal Data, we will consider the amount, nature, and sensitivity of the Personal Data, the potential risk of harm from unauthorized use or disclosure of your Personal Data, the purposes for which we use your Personal Data and whether we can achieve those purposes through other means, and the applicable legal requirements.

**CALIFORNIA PRIVACY RIGHTS DISCLOSURES**

Collection, Disclosure, and Use of Personal Data: The categories of Personal Data we have collected in the preceding twelve months are described above in the “What information do we collect? section. In the preceding twelve months, we have disclosed for business purposes each of the categories identified in that section to the categories of third parties identified in the “How We Share and Disclose Personal Data?” section. The business and commercial purposes for collecting Personal Data are described in the “How Do We Use Personal Data?” section. We collect Personal Data directly from you and from external accounts you use to log-in to the Service Privacy Rights: Where provided for by law and subject to any applicable exceptions, California residents may have the following rights under the California Consumer Privacy Act of 2018 (“CCPA”):

* To know the categories of Personal Data that QualNotes has collected about you, the business purpose for collecting your Personal Data, and the categories of sources from which the Personal Data was collected.
* To access the specific pieces of Personal Data that QualNotes has collected about you.
* To know whether QualNotes has disclosed your Personal Data for business purposes, the categories of Personal Data so disclosed, and the categories of third parties to whom we have disclosed your Personal Data
* To have QualNotes, under certain circumstances, delete your Personal Data; and
* To be free from discrimination related to the exercise of these CCPA rights.

QualNotes does not sell your Personal Data. If you would like to exercise any or all of these rights, you may do so by contacting our support at qualnotes@gmail.com. Your authorized agent may submit requests in the same manner. Once we receive your request, we will verify your identity by sending an email to the email address you provide to us. If you have questions about your rights or our disclosures under the CCPA, or to request access to an alternative format of this notice, you may reach us.

**Online Tracking and Do Not Track Signals**: We and our third party service providers, including Meta, Google and others, may use cookies, pixels, or other tracking technologies to collect information about your browsing activities over time and across different websites following your use of the Site and use that information to send targeted advertisements. Our Site currently does not respond to “Do Not Track” (“DNT”) signals and operates as described in this Privacy Policy whether or not a DNT signal is received. If we do respond to DNT signals in the future, we will describe how we do so in this Privacy Policy.

**CHILDREN**

Our Service is not directed to children who are under the age of 18. QualNotes does not knowingly collect Personal Data from children under the age of 18. If you have reason to believe that a child under the age of 18 has provided Personal Data to QualNotes through the Service please contact us at [qualnotes@gmail.com](mailto:qualnotes@gmail.com) and we will endeavor to delete that information from our databases.

**EU USERS**

Scope: This section applies to individuals in the EU (for these purposes, reference to the EU also includes the European Economic Area countries of Iceland, Liechtenstein and Norway, the United Kingdom, and, to the extent applicable, Switzerland). Data Controller: QualNotes is the data controller for the processing of your Personal Data. You can find our contact information in the “Contact Us” section below. Legal Bases for Processing. This Privacy Policy (the paragraph “How Do We Use Personal Data?”) describes the legal bases we rely on for the processing of your Personal Data. Please contact us if you have any questions about the specific legal basis we are relying on to process your Personal Data. As used in this Privacy Policy, “legitimate interests” means our interests in conducting our business and developing a business relationship with you. This Privacy Policy describes when we process your Personal Data for our legitimate interests, what these interests are and your rights. We will not use your Personal Data for activities where the impact on you overrides our interests, unless we have your consent or those activities are otherwise required or permitted by law. Your Rights. Pursuant to the European Union General Data Protection Regulation (“GDPR”), you have the following rights in relation to your Personal Data, under certain circumstances:

* Right of access: If you ask us, we will confirm whether we are processing your Personal Data and, if so, provide you with a copy of that Personal Data along with certain other details. If you require additional copies, we may need to charge a reasonable fee.
* Right to rectification: If your Personal Data is inaccurate or incomplete, you are entitled to ask that we correct or complete it. If we shared your Personal Data with others, we will tell them about the correction where possible. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so you can contact them directly.
* Right to erasure: You may ask us to delete or remove your Personal Data, such as where you withdraw your consent. If we shared your data with others, we will tell them about the erasure where possible. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your Personal Data with so you can contact them directly.
* Right to restrict processing: You may ask us to restrict or ‘block’ the processing of your Personal Data in certain circumstances, such as where you contest the accuracy of the data or object to us processing it (please read below for information on your right to object). We will tell you before we lift any restriction on processing. If we shared your Personal Data with others, we will tell them about the restriction where possible. If you ask us, and where possible and lawful to do so, we will also tell you with whom we shared your Personal Data so you can contact them directly.
* Right to data portability: You have the right to obtain your Personal Data from us that you consented to give us or that was provided to us as necessary in connection with our contract with you, and that is processed by automated means. We will give you your Personal Data in a structured, commonly used and machine-readable format. You may reuse it elsewhere.
* Right to object: You may ask us at any time to stop processing your Personal Data, and we will do so:
* If we are relying on a legitimate interest to process your Personal Data -- unless we demonstrate compelling legitimate grounds for the processing or we need to process your data in order to establish, exercise, or defend legal claims.
* If we are processing your Personal Data for direct marketing. We may keep minimum information about you in a suppression list in order to ensure your choices are respected in the future and to comply with data protection laws (such processing is necessary for our and your legitimate interest in pursuing the purposes described above).
* Right to withdraw consent: If we rely on your consent to process your Personal Data, you have the right to withdraw that consent at any time. Withdrawal of consent will not affect any processing of your data before we received notice that you wished to withdraw consent.
* Right to lodge a complaint with the data protection authority: If you have a concern about our privacy practices, including the way we handled your Personal Data, you can report it to the data protection authority that is authorized to hear those concerns (in the UK, the Information Commissioner’s Office (ICO), who can be contacted at https://ico.org.uk/concerns, and in other EU countries the data protection authority of the country in which you are located).

**LINKS TO OTHER WEBSITES**

The Site and QualNotes Apps may contain advertisements for or links to other websites, products, or services not operated or controlled by QualNotes, including Social Media Sites (“Third Party Sites”). The information that you share with Third Party Sites will be governed by the specific privacy policies and terms of service of the Third Party Sites and not by this Privacy Policy. By providing these links we do not imply that we endorse or have reviewed these sites. Please contact the Third Party Sites directly for information on their privacy practices and policies.

**SECURITY**

You use the Service at your own risk. We comply with industry standards to protect Personal Data both online and offline from loss, misuse, and unauthorized access, disclosure, alteration or destruction. However, no Internet or email transmission is ever fully secure or error free. In particular, email sent to or from us may not be secure. Therefore, you should take special care in deciding what information you send to us via the Service or email. Please keep this in mind when disclosing any Personal Data to QualNotes via the Internet. In addition, we are not responsible for circumvention of any privacy settings or security measures contained on the Service, or third party websites.

**YOUR CHOICES**

Whether or not you provide Personal Data to us is completely up to you, but if you choose not to provide information that is needed to use some features of our Service, you may be unable to use those features. You can also contact us at [qualnotes@gmail.com](mailto:qualnotes@gmail.com) to request access to your data or to ask us to update, correct, or delete any or all of your Personal Data.

**CHANGES TO THE PRIVACY POLICY**

The Service, and our business may change from time to time. As a result we may update this Privacy Policy at any time. When we do we will post an updated version on this page, unless another type of notice is required by the applicable law. By continuing to use our Service or providing us with Personal Data after we have posted an updated Privacy Policy, or notified you if applicable, you consent to the revised Privacy Policy and practices described in it.

**CONTACT US**

If you have any additional questions about our Privacy Policy or the information practices of the Site and/or QualNotes App, please feel free to contact us at [qualnotes@gmail.com](mailto:qualnotes@gmail.com)