



## **Privacy Policy**

The website is brought to you by the Jakeup Team, a non-profit student organization in Jacobs University Bremen, under the laws of the Federal Republic of Germany. We treat the privacy of users of our website seriously. We hereby kindly ask you to read this Privacy Policy carefully as it contains crucial information about how we would use your personal information. According to the Federal Data Protection Act (Bundesdatenschutzgesetz), the Jakeup Team ('we' or 'us') is the 'Data Controller', i.e., the organization which is responsible for processing your personal data.

### **Data We May Collect From You**

We would obtain your personal data including your name and your email address when you complete an online form on our website. For example, if you are a consumer, and by the moment you send out an inquiry form to the seller, the data you submitted would also be stored on the server in order to send it to the seller. For the seller, your email address and other contact details you submitted to us would be stored on our server for the purposes of quality assurance or fraud prevention.

We may also monitor your use of the website through the cookies and browsed pages. For example, your visit of our website would be automatically recorded by the server. The use of the data helps us to improve our website and bring you a better users' experience.

The data recorded would be either statistical or analytical, which means we would not and are not able to identify your browsing history individually.

### **How We Would Use Your Personal Data**

We would obtain your personal data for the purposes as described in the data protection act that was made available for you when your data is recorded. The purposes include:

1. Statistical analysis
2. Administration
3. Customer behaviour Analysis
4. Fraud detection and prevention
5. Customizing this website to your personal preference
6. Improving our service

## **Disclosure of Your Personal Data**

We would not disclose your personal data to any other individuals, organizations or institutions except:

1. Law enforcement agencies in correspondence with any crime investigations or to prevent unlawful activities
2. Our data service Providers
3. Our cooperation partners

## **Contacting and Opting Out**

Unless you have asked us not to do so, we may send you by emails about our website, our service updates, and your posts which would be most of interest to you. If you prefer not to receive any direct means of contact from us, you can inform us to opt you out anytime.

## **Securing Your Data**

We would use organizational and technological means to secure your personal data. We store your personal data on a secure server. We would not transfer your personal data outside of the European Economic Zone, in which your personal privacy rights are safeguarded and the security breaches are monitored.

## **Our Contact Details**

We welcome your feedback. Should you have any questions or concerns, you could reach us anytime by sending an email to [s.chang@jacobs-university.de](mailto:s.chang@jacobs-university.de). This privacy policy could be revised from time to time. You should occasionally check the updates of this policy, in order to ensure there is no infringement of your privacy.

Date: April 24<sup>th</sup>, 2015