

Privacy Policy

Last Updated: 20th October 2025

Juicy Labs Ltd (“Brightside,” “we,” “us,” or “our”) operates the Brightside mobile application (the “App”), the website <https://brightside.app>, and related services (collectively, the “Services”)

This Privacy Policy explains how we collect, use, disclose, and protect your personal information when you use the Services.

1. Information We Collect

We collect information you provide directly and information collected automatically:

User Provided Data:

Information you provide when contacting support or communicating with us, such as your name, email address, and any details shared in your message. We may also collect optional information through survey responses or feature-feedback forms submitted within the App or website.

Automatically Collected Data:

We collect certain information automatically when you use the Services, including device identifiers, IP address, browser or operating system version, performance logs, and aggregated usage analytics (e.g., feature usage, crash reports, and error diagnostics).

This information helps us monitor functionality, maintain security, and improve the App.

2. How We Use Your Information

We use your information to:

- Provide, operate, and maintain the Services
- Improve performance, reliability, and user experience
- Communicate with you about updates, features, or support requests
- Monitor and prevent misuse or unauthorised access
- Analyse usage trends to improve overall design and functionality
- Comply with our legal and regulatory obligations under UK law

We do **not** use your data for automated decision making or marketing without your consent.

3. How We Share Your Information

We do not sell or rent your personal data.

We share information only as necessary with:

- **Service Providers:** third-party hosting, analytics, and communication partners that assist in App operation, bound by contractual confidentiality and data-protection obligations.
- **Analytics and Hosting Partners:** for performance monitoring, data security, and infrastructure reliability.
- **Legal or Regulatory Authorities:** when required by applicable law, court order, or to protect our legal rights and user safety.

4. Cookies & Similar Technologies

We use cookies and local storage to enable essential functionality such as login sessions, language preferences, and crash reporting.

We may also use analytics tools to understand aggregate usage patterns.

You can disable cookies or local storage via your device or browser settings; however, doing so may affect certain features of the App.

5. Data Retention

We retain personal data only as long as necessary to fulfil the purposes outlined in this Policy or as required by law.

Support correspondence and analytics data are typically retained for up to **24 months** before being anonymised or deleted.

6. Your Choices and Rights

Under UK data-protection law (UK GDPR), you have the right to:

- Request access to the personal data we hold about you
- Request correction or deletion of inaccurate or outdated information
- Object to or restrict certain processing activities
- Withdraw consent at any time (where applicable)

To exercise these rights, contact admin@brightside.gg

We will respond in accordance with UK GDPR timelines.

7. Security

We implement technical and organisational safeguards such as encryption in transit, secure hosting, and access-control measures to protect your information.

However, no system is completely secure, and you are responsible for safeguarding your device and credentials.

8. International Transfers

Your data may be stored or processed on servers located outside the United Kingdom.

When we transfer data internationally, we apply appropriate safeguards such as **Standard Contractual Clauses** or equivalent mechanisms recognised under UK data protection law.

9. Children's Privacy

The Services are not intended for individuals under 18 years old.

We do not knowingly collect personal data from minors.

If we learn that data has been inadvertently collected from a minor, we will delete it promptly.

10. Changes to This Policy

We may update this Privacy Policy at any time.

When we do, we will revise the “Last Updated” date at the top of this page.

Continued use of the Services after any changes constitutes your acceptance of the updated Policy.

Contact Us

If you have questions or concerns about this Privacy Policy or our data practices, please contact us at:

admin@brightside.gg

Juicy Labs Ltd