

# Privacy Policy and Data protection

## HOUSIFY

Last updated: 6 October 2023

GeniaDynamics respects your privacy and is committed to protecting it. This Privacy Policy explains how we collect, use, disclose, transfer, and store your personal data. By using our services, you consent to the collection and use of your personal data as described in this policy.

### Information We Collect

We collect several types of information from and about you, including:

1. Personal data. This category includes personally identifiable information such as Social Security numbers and gender, as well as nonpersonally identifiable information, including your IP address, web browser or mobile application cookies and device IDs (which both your laptop and mobile device have).
2. Engagement data. This type of data details how consumers interact with a business's website, mobile apps, text messages, social media pages, emails, paid ads and customer service routes.
3. Usage data of Housify services.
4. Usage, viewing, technical, and device data when you visit our sites, use our applications on third-party sites or platforms, or open emails we send, or connect with our wireless Internet access services and other similar technologies, including your browser or device type, unique device identifier, and IP address;

### We use your personal data for the following purposes

To provide and improve our services: We use your usage data to troubleshoot, debug, and improve our services. We also use your customer invoice data to process payments and provide you with necessary documentation.

To communicate with you: We use your email address to respond to your inquiries, send you updates about our services, and inform you of any changes to this privacy policy.

To comply with legal obligations: We may disclose your personal data if required by law or regulation, or to protect the rights, property, or safety of GeniaDynamics, its customers, or others.

### **Information Sharing and Disclosure**

We do not share your personal data with third parties except in the following circumstances:

With our service providers: We may disclose your personal data to companies that provide services on our behalf, such as payment processors, data analytics providers, or customer support vendors. These service providers are authorized to use your personal data only for the purpose of providing their services to us.

In connection with a merger or acquisition: If GeniaDynamics is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or prominent notice on our website of any change in ownership or uses of your personal data.

To comply with legal obligations: We may disclose your personal data if required by law or regulation, or to protect the rights, property, or safety of GeniaDynamics, its customers, or others.

### **Data Retention and Security**

We retain your personal data for as long as necessary to provide our services, comply with legal obligations, resolve disputes, and enforce agreements. We take reasonable steps to protect your personal data from unauthorized access, use, or disclosure. Unfortunately, no data transmission over the internet can be guaranteed 100% secure. As a result, we cannot guarantee the security of your personal data transmitted through our services.

### **Your Rights and Choices**

You have certain rights regarding your personal data, including:

**Access:** You may request access to your personal data that we hold. We will provide you with a copy of your personal data in an electronic format.

**Rectification:** If your personal data is inaccurate or incomplete, you may request that we correct it.

**Erasure:** In certain circumstances, you may request that we delete your personal data.

**Restriction of processing:** You may request that we restrict the use of your personal data.

Data portability: You have the right to receive a copy of your personal data in an electronic format and transfer it to another controller.

To exercise any of these rights, please contact us at [datarights@housify.com](mailto:datarights@housify.com), We will respond to your request within 30 days.

### **Changes to This Privacy Policy**

We may update this privacy policy from time to time. The updated version will be effective as soon as it is posted on our website. We encourage you to review this privacy policy periodically for any changes. Your continued use of our services constitutes your agreement to any updates to this privacy policy.

### **Contact Us:**

If you have any questions or concerns about this privacy policy, please contact us at [contact@geniodynamics.com](mailto:contact@geniodynamics.com), we will respond to your inquiry within 30 days.