

InstaMatch I/S Privacy Policy

1. Introduction

Welcome to SeeMatch, a movie swiping app that allows you and your friends to share and discover movies together. We are committed to protecting the privacy and security of our users' personal data. This Data Protection Policy is designed to inform you about how we collect, use, and protect your personal data when you use our app. Our practices are in strict compliance with the General Data Protection Regulation (GDPR), a regulation in EU law on data protection and privacy. The purpose of this policy is to ensure that InstaMatch I/S respects and keeps safe all personal data collected and processed as part of our operations. This policy applies to all forms of data, whether digital or physical, that concerns and is related to personal data of our users. In this policy, "personal data" refers to any information related to an identifiable individual, directly or indirectly, in particular by reference to an identifier such as a name, an identification number, location data, an online identifier, or to one or more factors specific to the physical, physiological, genetic, mental, economic, cultural, or social identity of that natural person. It's important for you, as a user of our app, to read and understand this policy. By using SeeMatch, you agree to the collection, use, and sharing

of your personal data as described in this policy. If you do not agree with the terms, please do not access or use our services.

2. Data Controller Information

2.1. Data Controller's Identity and Contact Details

The data controller for SeeMatch is InstaMatch, a company registered in Denmark, with the registered address at Kullinggade 6a svendborg 5700. For any inquiries or complaints regarding data protection and privacy, you can reach us at:

- ☐ Email: info@instamatch.dk
- ☐ Phone: +45 53 80 50 27
- ☐ Postal Address: Kullinggade 6a svendborg 5700.

InstaMatch is responsible for ensuring that your data is processed in compliance with this policy and the GDPR.

3. Types of Data Collected

In this section, we describe the personal data that [Your App Name] collects, the purposes for which it is collected, and the legal basis for its processing under GDPR.

3.1 Personal Data Collected

SeeMatch may collect the following types of personal data from its users:

- **Identity Data:** This may include names, usernames, or similar identifiers.
- **Contact Data:** Such as email addresses and telephone numbers.
- **Location Data:** If our services require, we may collect precise location data.
- **Technical Data:** Includes internet protocol (IP) addresses, your login data, browser type and version, time zone setting and location, browser plug-in types and versions, operating system, and platform.
- **Usage Data:** Information about how you use our app and services.
- **Marketing and Communications Data:** Your preferences in receiving marketing from us and our third parties, as well as your communication preferences.

Please note that we do not collect any **Special Categories of Personal Data** (as defined under GDPR) unless explicitly provided by the user for a specific purpose.

3.2 Purpose of Data Collection

Each type of personal data we collect serves a specific purpose:

- **Identity and Contact Data** are used for user registration, password recovery, and communication.
- **Location Data** is used to provide location-specific services or offers. This may include, but is not limited to, location-specific streaming services recommendations and marketing.
- **Technical and Usage Data** help us to improve our app's functionality and to understand user preferences.
- **Marketing and Communications Data** are used for delivering relevant advertisements and offers.

3.3 Legal Basis for Processing

We process your personal data on the following legal bases:

- **Consent:** We may process your data when you have given us explicit consent to use your personal data for a specific purpose.
- **Contract:** Processing is necessary for the performance of a contract to which you are a party, or to take steps at your request before entering into such a contract.
- **Legal Obligation:** Processing is necessary for compliance with a legal obligation to which we are subject.
- **Legitimate Interests:** Processing is necessary for the purposes of the legitimate interests pursued by us or by a third party, except where such interests are overridden by the interests or fundamental rights and freedoms of the data subject.

4. Data Collection and Use

In this section, we outline the methods by which SeeMatch collects data and how this data is utilized to provide and improve our services.

4.1 Method of Data Collection

[Your App Name] collects data through the following methods:

- **Direct Interactions:** Users provide us with their data when they:
 - Register for an account.
 - Fill in forms within the app.
 - Correspond with us via email, phone, or otherwise.
 - Provide feedback or participate in surveys.

- Swipe within the app.
 - Use the chat within the app.
 - Interact with movies within the app, by e.g. liking or commenting.
- **Automated Technologies or Interactions:** As users interact with our app, we may automatically collect Technical and Usage Data. This data is collected using:
 - Cookies.
 - Server logs.
 - Other similar technologies.
- **Third Parties or Publicly Available Sources:** We may receive personal data about you from various third parties and public sources such as:
 - Analytics providers.
 - Advertising networks.
 - Search information providers.

4.2 Use of Data

The data collected by SeeMatch is used for various purposes:

- **To Provide and Manage Our Services:** Including:
 - Account setup and administration.
 - Delivering personalised content and services.
 - Processing transactions.

- **To Improve Our App:** By understanding how our services are used, we can make improvements and create new features that better serve our users.
- **For Communication:** We use your data to communicate with you about your account, security updates, and product information.
- **For Marketing and Advertising:** Subject to user consent, we may use data to provide personalized marketing and advertising.
- **Legal Obligations:** Complying with legal requirements and enforcing our terms and conditions.

4.3 Legal Basis for Use

Our use of your data will always have a legal basis, either because it is necessary to perform a contract with you, because you have consented to our use of your personal data, or because it is in our legitimate business interests to use it. Specifically, we use your data for the following purposes based on the following legal bases:

- **Performance of a Contract:** When we need to perform the contract we are about to enter into or have entered into with you.
- **Consent:** Specifically for marketing and certain types of data processing. Should you want to Opt-out or
- **Legitimate Interests:** Where it is necessary for our legitimate interests (or those of a third party) and your interests and fundamental rights do not override those interests.

5. Data Sharing and Transfer

In this section, we detail how SeeMatch shares and transfers your personal data, either within InstaMatch or with external parties.

5.1 Sharing Data with Third Parties

SeeMatch may share your personal data with selected third parties, including:

- **Service Providers:** Third-party companies that provide services on our behalf, which include but are not limited to:
 - **Data Analysis:** We use Google Analytics to help analyze how users interact with our services. This helps us improve user experience and service delivery. For more information on Google Analytics' data handling practices, please refer to [Google's Privacy Policy](#).
 - **Email Delivery:** We use AWS Simple Email Service (SES) for sending transactional emails, newsletters, and promotional offers. For more information on AWS SES's data handling practices, please refer to [AWS's Privacy Policy](#).
 - **Hosting Services:** Our application data is stored on our own secure Postgres database hosted on our servers, ensuring data integrity and security. Our backend is also hosted on our own servers to maintain control and protection over your personal information.
 - **Customer Service:** We provide customer support through our in-house team that accesses the necessary data to assist you with your queries and concerns.
- **Business Partners:** We engage with business partners for collaborative marketing initiatives or other joint promotions. In these cases, we share only the necessary data required to facilitate these campaigns, which may include contact

information and engagement metrics. We take steps to ensure that these partners protect the data we share with them and use it solely for the purposes of the specific promotions we have agreed upon.

- **Legal Requirements:** If legally required, we may disclose your personal data to authorities, such as law enforcement agencies, regulatory bodies, or courts. Such disclosures will be made in accordance with the law and are limited to the data specifically requested. We also take reasonable steps to notify you of this disclosure when permitted by law.

We require all third parties to respect the security of your personal data and to treat it in accordance with the law. Third-party service providers are not allowed to use your personal data for their own purposes and are only permitted to process your personal data for specified purposes and in accordance with our instructions. In the context of marketing services, we share data under strict confidentiality agreements and only to the extent necessary for the execution of agreed marketing strategies and campaigns.

5.2 International Transfers

SeeMatch operates on a global scale, which means your personal data may be transferred and stored in countries outside of the European Economic Area (EEA) for the purposes outlined in this policy. When we transfer your data outside the EEA, we ensure a similar degree of protection is afforded to it by ensuring at least one of the following safeguards is implemented:

1. **Adequacy Decisions:** We transfer your personal data to countries that have been deemed to provide an adequate level of protection for personal data by the European Commission.

2. **Standard Contractual Clauses:** Where we use certain service providers, we may use specific contracts approved by the European Commission which give personal data the same protection it has in Europe.

3. **Binding Corporate Rules:** For transfers within InstaMatch's group of companies, we may rely on Binding Corporate Rules approved by a data protection authority.

Please contact us if you want further information on the specific mechanism used by us when transferring your personal data out of the EEA.

6. Data Security

At InstaMatch, we are committed to protecting the personal data we collect through our apps. Ensuring the security of your data is a high priority and we take various measures to safeguard it against unauthorized access, alteration, disclosure, or destruction.

6.1 Security Measures

We use a range of security technologies and procedures to help protect your personal data, such as:

- **Encryption:** We encrypt many of our services using SSL technology.
- **Access Control:** We restrict access to personal data to SeeMatch employees, contractors, and agents who need to know that information in order to process it. Anyone with this access is subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.
- **Regular Audits and Monitoring:** Our systems are regularly reviewed and tested for potential vulnerabilities and attacks.

- **Data Minimization:** We only collect and process the minimum amount of data necessary for the purposes stated in this policy.

6.2 Data Breach Notification

Despite our best efforts, no method of transmission over the Internet, or method of electronic storage, is 100% secure. However, in the unlikely event of a data breach, SeeMatch is prepared to take the following steps:

1. **Prompt Response:** We will promptly investigate the incident and take necessary steps to contain it.
2. **Notification:** If the breach poses a high risk to your rights and freedoms, we will notify you and any applicable regulator within 72 hours of becoming aware of the breach, where feasible.
3. **Mitigation Measures:** We will take measures to mitigate any potential damage or unauthorized use of the data.

Continuous Improvement in Data Security

At SeeMatch, we recognize that security is not a one-time effort, but a continuous process that evolves alongside emerging technologies and threats. We are committed to regularly updating and improving our security measures to ensure the highest level of protection for your personal data.

Our commitment to continuous improvement in data security includes:

1. **Regular Updates and Patches:** We continuously monitor our systems and apply necessary security updates and patches to address vulnerabilities and enhance security.

2. **Staying Informed on Latest Trends:** Our team stays informed about the latest cybersecurity threats and trends. We participate in security workshops and conferences to ensure our knowledge and practices are up-to-date.
3. **Investing in Advanced Technologies:** We invest in advanced security technologies and tools that provide better protection against new types of cyber threats.
4. **Employee Training:** Our staff receives regular training on data security and privacy best practices to ensure they are equipped to recognize and prevent potential threats.
5. **Feedback and Assessment:** We actively seek feedback from users and security experts to identify areas for improvement. Regular security assessments and audits are conducted to evaluate and enhance our security strategies.

By adopting a proactive and dynamic approach to data security, we at SeeMatch aim to not only comply with current regulations but to set a standard for data protection in our industry.

7. User Rights

At SeeMatch, we fully respect your rights to control your personal data under the General Data Protection Regulation (GDPR).

7.1 Access, Rectification, and Erasure

As a user of our app, you have the following rights:

1. **Right of Access:** You have the right to request access to the personal data we hold about you. This allows you to receive a copy of the personal data we have about you and to check that we are lawfully processing it.

2. **Right to Rectification:** You have the right to request correction of the personal data that we hold about you. This enables you to have any incomplete or inaccurate data we hold about you corrected.
3. **Right to Erasure ('Right to be Forgotten'):** You can ask us to delete or remove personal data where there is no good reason for us continuing to process it. You also have the right to ask us to delete or remove your personal data where you have successfully exercised your right to object to processing (see below), where we may have processed your information unlawfully, or where we are required to erase your personal data to comply with local law.
4. **Right to Object to Processing:** You have the right to object to the processing of your personal data where we are relying on a legitimate interest (or those of a third party) and there is something about your particular situation which makes you want to object to processing on this ground.
5. **Right to Restrict Processing:** You have the right to request the restriction of processing of your personal data. This enables you to ask us to suspend the processing of your personal data in the following scenarios: (a) if you want us to establish the data's accuracy; (b) where our use of the data is unlawful but you do not want us to erase it; (c) where you need us to hold the data even if we no longer require it as you need it to establish, exercise, or defend legal claims; or (d) you have objected to our use of your data but we need to verify whether we have overriding legitimate grounds to use it.
6. **Right to Data Portability:** You have the right to request the transfer of your personal data to another party. This right allows you to obtain and reuse your personal data for your own purposes across different services. It applies to personal data you have provided to us where the processing is based on your consent or for the performance of a contract, and when processing is carried out by automated means.

7.2 Exercising Your Rights

To exercise any of these rights, please contact us at:

- Email: info@instamatch.dk
- Postal Address: kullinggade 6a

Upon receiving your request, we will respond within one month. If your request is particularly complex or you have made a number of requests, it may take us longer. In this case, we will notify you and keep you updated.

For your protection, we may need to verify your identity before processing your request. In some cases, we may be unable to fulfill your request, for example, if it interferes with legal obligations or in cases where the data may be required for legitimate business purposes or legal proceedings. We will inform you if this is the case.

7.3 Complaints

If you are not satisfied with our response, or believe we are processing your personal data not in accordance with the law, you have the right to lodge a complaint with a data protection authority. The data protection authority for your country can be found at <https://www.datatilsynet.dk/english>. There you can report a breach or file a complaint against us.

8. Consent

Consent is a crucial aspect of data protection and privacy under the GDPR. At SeeMatch, we are committed to ensuring that our users' consent is freely given, specific, informed, and unambiguous.

8.1 Obtaining Consent

- **Clear Communication:** When we need your consent, we will provide you with clear and concise information regarding the data we are collecting and how it will be used.
- **Active Opt-In:** Consent is not assumed. Users must actively opt-in (for example, by ticking a box or switching a toggle) to give their consent.
- **Separate Consents:** We will seek separate consents for separate processing activities (e.g., marketing communications, data sharing with third parties) to ensure users have control over every aspect of how their data is used.
- **Easy Withdrawal:** Users can withdraw their consent at any time easily via the app settings or by contacting us. Withdrawing consent does not affect the lawfulness of processing based on consent before its withdrawal.

8.2 Age Verification and Parental Consent

- **Age Verification:** SeeMatch implements age verification measures to ensure compliance with legal requirements regarding the collection of data from children.
- **Parental Consent:** For users under the age of 16 (or a lower age if permitted under the law of the member state), we will obtain consent from the holder of parental responsibility over the child.
- **Verification of Parental Responsibility:** We take reasonable efforts to verify that consent is given or authorized by the holder of parental responsibility, considering available technology.

8.3 Documenting Consent

We maintain records of consent given by our users, including the date, method, and scope of consent, to ensure a transparent and auditable consent process.

9. Cookies and Similar Technologies

At SeeMatch, we use cookies and similar technologies to enhance user experience, gather data about app usage, and offer personalized features.

9.1 What are Cookies?

- **Definition:** Cookies are small text files placed on your device when you visit our app. They help in remembering your preferences and understanding how you interact with the app.

9.2 Types of Cookies Used

We use the following types of cookies:

1. **sential Cookies:** These are necessary for the app to function and cannot be switched off in our systems. They are usually set in response to actions made by you, such as setting your privacy preferences, logging in, or filling in forms.
2. **Performance Cookies:** These cookies allow us to count visits and traffic sources so we can measure and improve the performance of our app. They help us know which pages are the most and least popular and see how users move around the app.
3. **Functionality Cookies:** These are used to recognize you when you return to our app. They enable us to personalize our content for you, greet you by name, and remember your preferences (for example, your choice of language or region).

4. **Targeting/Advertising Cookies:** These cookies record your visit to our app, the pages you have visited, and the links you have followed. We will use this information to make our app and the advertising displayed on it more relevant to your interests.

9.3 Managing Cookies

- **User Control:** You can control and manage cookies through your browser settings. Most browsers allow you to refuse all cookies or to accept only certain types of cookies.
- **Consequences of Blocking Cookies:** Please note that if you block or delete cookies, not all of the features of our app may operate as intended.

9.4 Other Similar Technologies

In addition to cookies, we may use other similar technologies, such as web beacons, pixels, and mobile identifiers, to gather information and improve user experience.

9.5 Consent for Cookies

- For non-essential cookies, we will seek your consent before placing them on your device. You can withdraw your consent at any time through your app settings or browser preferences.

10. Policy Updates

10.1 Changes to Our Data Protection Policy

At SeeMatch, we continually review and update our data protection practices and this policy to reflect changes in technology, legal requirements, and our own operational practices.

10.2 Notification of Changes

- **Updates:** When we make changes to this policy, we will update the "Last Updated" date at the top of this policy.
- **Active Notification:** For significant changes, we may also inform you through additional means such as sending an email notification or providing a notice through our app.
- **User's Responsibility:** We encourage you to periodically review this policy for any changes. Continued use of our app after any changes to this policy implies your acceptance of those changes.

10.3 Access to Previous Versions

- **Archived Policies:** We will archive and make available previous versions of our data protection policy so that you can review the changes over time. However, previous versions of the SeeMatch app may not be available, when new versions arrive on the App Store and Google Play Store.

10.4 Your Feedback

- **User Feedback:** We welcome your feedback on our data protection practices. If you have any questions or suggestions regarding our policy, please contact us at info@instamatch.dk.

11. Contact information

For any questions, concerns, or requests related to your personal data and privacy, or to exercise any of your rights as outlined in this policy, please contact us using the information below. At SeeMatch, we are dedicated to addressing all your data protection queries and concerns promptly and effectively.

11.1 Contact Details of SeeMatch

- **Customer Support Team**
 - Email: info@instamatch.dk
 - Phone: +45 53 80 50 27

11.2 Feedback and Complaints

- We welcome your feedback regarding our data protection and privacy practices. If you have any complaints or suggestions, please contact our customer support team.
- If you are not satisfied with our response, you have the right to make a complaint at any time to the relevant data protection authority in your country.

12. Governing Law and Jurisdiction

12.1 Applicable Law

- The data protection practices outlined in this policy are designed in compliance with the General Data Protection Regulation (GDPR) of the European Union. While these practices set the standard for our data protection globally, we also comply with other applicable data protection laws and regulations in the countries where SeeMatch operates.

12.2 Jurisdiction

- ny disputes or claims arising out of or in connection with this policy will be governed by and construed in accordance with the laws of Denmark.
- The courts of Denmark will have exclusive jurisdiction to settle any dispute or claim arising out of or in connection with this policy.

12.3 Global Application

- While this policy is primarily aligned with GDPR, which provides some of the most rigorous data protection standards globally, we apply these principles universally to our operations worldwide, subject to any local laws and regulations.

12.4 Local Variations

If you are accessing SeeMatch from a location outside the European Union, you may have additional rights or restrictions under your local laws. We respect these local variations and will adhere to them as applicable.

13. Conclusion

We thank you for choosing SeeMatch. Protecting your privacy and securing your personal data are of utmost importance to us. This Data Protection Policy is a testament to our commitment to transparency, accountability, and adherence to the highest standards of data protection.

Your trust is invaluable to us, and we are dedicated to maintaining this trust by handling your personal data responsibly and with respect. We encourage you to contact us with any questions or concerns regarding your data privacy.

Remember, by using SeeMatch, you acknowledge that you have read and understood this policy. We are grateful for your continued support and look forward to providing you with a service that respects your right to data privacy and protection.