

TRUF Privacy Policy

Effective Date: 16.05.2023

Introduction

At The Really Useful Finance Company OÜ ("TRUF", "we", "us", or "our"), we value your privacy and are committed to ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, and protect your personal information when using our financial independence calculator application (the "App").

By using the App, you agree to the terms outlined in this Privacy Policy.

Collection of Personal Information

Your personal data is paramount to us. That's why we do not collect any personal information without your consent.

The data we collect for providing our services and improving our user experience may include:

- Email address, when you sign up for our newsletter or beta program.
If you decide to sign up for our newsletter or beta-program, we will have your email address. We use Mailchimp for email distribution, which means your email address will be stored with them. You can read Mailchimp's privacy policy [here](#).
- Device and usage information, such as the type of device you use to access our application, your operating system, and your usage patterns.
- Any information you voluntarily share with us, such as feedback, suggestions, or troubleshooting information.
- Usage and behavior tracking via third-party tools such as but not limited to HotJar, Google Analytics

Use of personal information

We use your personal information for the following purposes:

- To provide, maintain, and improve our application and services.
- To communicate with you about updates, promotions, and news related to our application and services.
- To monitor and analyze usage trends and preferences to improve user experience and develop new features.
- To troubleshoot and resolve issues you may encounter while using our application.
- To provide our services

To improve and develop our app, we use third-party services for beta-testing and Firebase for automatic crash reporting and analytics. No data tracked by these tools is personally identifiable to you.

Storage and Security of Personal Information

We implement appropriate security measures, such as the SSL protocol and robust encryption techniques to protect your personal information from unauthorized access, alteration, disclosure and destruction.

Disclosure and Personal Information

TRUF does not sell or voluntarily disclose your personal information to third parties, except when required by law or to protect the rights, property, or safety of our users and our company.

Third-Party Services

We use third-party services, such as but not limited to Mailchimp for email distribution and tracking software such as but not limited to HotJar, Google Analytics for traffic analysis, to help us provide and improve our services.

These third parties may have access to your personal information only to perform specific tasks on our behalf and are obligated to maintain the confidentiality and security of your information.

Cookies

Our website uses cookies to analyze generic web traffic using tracking software and to improve user experience. Cookies are small text files that are stored on your device when you visit our website. You can control or delete cookies through your browser settings if you wish to do so.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. We will notify you of any significant changes and update the "Effective Date" at the beginning of this policy.

Contact Us

If you have any questions or concerns about this Privacy Policy or your personal data, please feel free to contact us at hello@truf.company.

We are more than happy to address any inquiries you may have.

By using our application, you agree to the terms outlined in this Privacy Policy.