

Privacy Policy of My Fishing Life

My Fishing Life respects and protects the privacy of all users who use the service. In order to provide you with more accurate and personalized services, My Fishing Life will use and disclose your personal information in accordance with the provisions of this privacy policy. However, My Fishing Life will treat this information with a high degree of diligence and prudence. Except as otherwise provided in this privacy policy, My Fishing Life will not disclose or provide this information to third parties without your prior permission. My Fishing Life will update this privacy policy from time to time. When you agree to the My Fishing Life service agreement, you are deemed to have agreed to the entire contents of this privacy policy. This privacy policy is an integral part of the My Fishing Life service usage agreement.

TYPES OF DATA COLLECTED

Among the types of Personal Data that our apps collect, by itself or through 3rd parties, there are cookies, and usage data. The personal data may be freely provided by the user, or collected automatically when using this app. Any use of cookies - or of other tracking tools - by this app or by the owners of 3rd party services, unless stated otherwise, serves to identify users and remember their preferences, for the sole purpose of providing the service required by the user. Users are responsible for any personal data of 3rd parties obtained, published or shared through this app and confirm they have the 3rd party's consent to provide the data to the owner.

RETENTION OF DATA

We will retain your Personal Data only for as long as is necessary for the purposes set out in this Privacy Policy. We will retain and use your Personal Data to the extent necessary to comply with our legal obligations (for example, if we are required to retain your data to comply with applicable laws), resolve disputes, and enforce our legal agreements and policies.

We will also retain Usage Information for internal analysis purposes. Usage Information is generally retained for a shorter period of time, except when this data is used to improve the functionality of our Services, or we are legally obligated to retain this data for longer time periods.

USERS WITH WHOM YOU SHARE YOUR INFORMATION

We cannot control the actions of other Users with whom you share your information. We cannot, and do not, control the information you share with other Users using an Application, or the Services or how such other Users will use or share such information. We are not responsible for third party circumvention of our security measures.

SECURITY

We value your trust in providing us your Personal Information, thus we are striving to use commercially acceptable means of protecting it. But remember that no method of transmission over the internet, or method of electronic storage is 100% secure and reliable, and we cannot guarantee its absolute security.

SENSITIVE INFORMATION

We ask that you not send us, and you not disclose, any sensitive Personal Information (e.g., information related to racial or ethnic origin, political opinions, religion or other beliefs, health, sexual orientation, criminal background or membership in past organizations, including trade union memberships) on or through an Application or the Services or otherwise to us.

THIRD PARTY ADVERTISERS - YOUR AD CHOICES

We use third-party advertising companies to serve ads when you visit the Websites and/or use the Mobile Apps. These companies may use information about your visits to any of the Websites and other websites and the Mobile App(s) and other mobile applications in order to provide advertisements about goods and services of interest to you. You have the ability to opt out of the use of your information for purposes of online third-party advertising. You may have the ability to manage tracking and ad preferences on your mobile device from your devices settings.