

Privacy Policy

We created the “PlayIt” app as a free and ad-supported app (the Service). The Service is provided by us at no cost and is intended for use as is. Children who are less than 16 years old are not authorized to use the Service.

This document informs users regarding our policies with the collection, use, and disclosure of Personal Information if anyone decided to use the Service.

If you choose to use the Service, then you agree to the collection and use of information in relation with this policy. The Personal Information that we collect is used for providing and improving the Service. We will not use or share your information with anyone except as described in this Privacy Policy.

Other external services may have their own terms, and may have different practices. You are responsible for reviewing the Conditions of Use of all external services.

You are responsible for taking the precautions to protect yourself against fraud while you are using external services, and you have to protect your systems against viruses, worms, trojan horses, and other harmful content or destructive and documents that can be included or may emanate from these external services.

The Service disclaims any liability for any damages arising from your use of external services, and you irrevocably waive any claim against the Service, regarding the content or functioning of all external services.

Content

All music files which are used as a content for the Service are provided by the public third-party service YouTube.

Information we collect and how

While using our Services, we may ask you to provide us with certain personally identifiable information that can be used to identify you (“Personal Data”). Our Services are designed to avoid collecting information such as your name, address, email address or other similar contact data unless you provide such data to us. The information we collect include:

Device Information

When you download and use our Services, we automatically collect information on the type of device you use, operating system, resolution, application version, and the mobile device identifiers (such as your device ID, advertising ID), language and time zone.

Usage Information

We collect information automatically about your activity through our Services, for example date and time you used a service, features you have used, in-app purchases history, subscriptions, and advertising that you click on.

Other information

We may collect upon your permission other information such as precise geolocation (latitude and longitude) using information including GPS, Bluetooth or Wi-Fi connections. If you decline permission for us to collect your geolocation, we will not collect it. Similarly, we may ask for access to your camera in case you want to use certain features of our Services.

Information we obtain from third parties

We may receive information about you from our analytic service providers with data they collect through our Services in accordance with their own privacy policies. A list of the third parties that operate in our Services can be found in the APPENDIX B below.

Information that you provide

We collect some information from you when you provide it to us directly, such as via an online form or when you contact us through our in-app support feature or when you send us an email directly.

Advertisement serving technologies

We and our advertising networks and their partners may use cookies and similar technologies to provide and personalize our Services and provide targeted advertisements. Some of these technologies can synchronize behavior across different mobile apps, devices, and websites so that advertisements can be tailored to your interests. This process is called personalized advertisement experience.

Purposes for which we will use your information

We have set out below a description of the ways in which we plan to use your information, the legal bases we rely upon to do so and provide opt-out, where applicable:

To provide and maintain our Services and to perform essential business operation, our legal basis for processing is performance of a contract with you which you entered into with us when you download our Services and accept our End User License Agreement.

To administer and protect our Services (including troubleshooting, data analysis, testing, support, fraud, reporting and hosting of data), our legal basis for processing is legitimate interests for running our business, provision of administration and services.

To notify you about changes to our Services, to allow you to participate in new features of our Services when you choose to do so and to understand how you use our Services so that we can continuously improve our offerings, our legal basis is legitimate interests to keep our users updated about our Services and our new features in accordance with your preference, and to continue to improve the Services we offer.

To advertise our Services and products and to send push notifications, our legal basis is legitimate interests to be able to advertise our Services and products to our users. To opt-out of receiving advertisements for our Services and products, send us request through the in-app support feature. You can opt-out of from receiving push notifications by turning them off at the device level through the settings of the device.

To serve personalized advertisements in our Services using third-party advertising networks, our legal basis is legitimate interests to run our business. For European Economic Area, Norway or Switzerland, our third-party advertising networks, rely on your consent to process Personal Data in order to provide personalized advertising to you, therefore you will be asked whether you consent to the tracking that enables personalized advertisement experience. To opt-out of receiving personalized advertisements, see below 'Opt-out of targeted advertising'.

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.

Your Personal Data will be deleted when they no longer serve one of the above-mentioned purposes but in any event your Personal Data will be deleted after 14 months of inactivity in your use of our Services. Once we have deleted your Personal Data, you will not be able to exercise the right to access, the right to erasure, the right to rectification or the right to data portability.

Your rights and options

Access personal data we hold about you.

You have the right to request access to your personal data. This can be done by using “Contact us” through the in-app support feature in our Services. Following your request, we will provide you a copy of your personal data in an electronic format.

Your rights.

Subject to limitations in applicable law, you are entitled to object to or request the restriction of processing of your Personal Data, and to request access to, rectification, erasure and portability of your own Personal Data.

Where the use of your information is based on consent, you can withdraw this consent at any time without affecting the lawfulness of processing based on consent before its withdrawal.

If you are aware of changes or inaccuracies in your information, you should inform us of such changes so that our records may be updated or corrected. You may lodge a complaint with a supervisory authority if you consider that our processing of your Personal Data infringes applicable law.

We retain your Personal Data as long as needed to provide services or products to you, or as required or permitted by applicable laws, such as tax and accounting laws.

If you have any questions about this Privacy Policy, please contact us using the in-app support feature in our Services.

Opt-out of targeted advertising.

To show you personalized advertisements in our apps we use specific advertising networks and their partners to deliver advertisements that are tailored to you based on a determination of your characteristics or interests. To do so they use personal and non-personal information such as advertising identifiers, such as the Android advertising ID and/or Apple's ID for advertising (IDFA), and/or other tracking technologies to enable and optimize this advertising procedure. For further information on advertising networks go to 'APPENDIX A - Advertising networks and their partners' below.

You can opt-out from personalized advertisement experience, at any time by checking the privacy settings of your Android or iOS device and selecting "limit ad tracking" (Apple iOS) or "opt-out of interest-based ads" (Android). When you choose to opt-out, advertising networks will consider this choice as a withdrawal of consent to personalized advertisement experience and they will show only non-personalized advertisements and not targeted advertisements based on your interests.

Disclosure, transfer and sharing of your information

Share with our service providers and partners

We use third parties to help us operate and improve our Services. These third parties assist us with various tasks, including hosting and maintenance, on-going development, analytics, customer care, marketing, advertising. We may also share information with advertising partners who distribute advertising in our Services.

For further information on advertising networks go to 'APPENDIX A - Advertising networks and their partners' below and for further information on analytics service providers go to 'APPENDIX B - Analytics service providers' below.

For corporate transactions

We may transfer your information if we are involved, whether in whole or in part, in a merger, sale, acquisition, divestiture, restructuring, reorganization, dissolution, bankruptcy or other change of ownership or control.

When required by law

We may also share information if we also under a duty to disclose or share your personal data in order to comply with any legal obligation, or to protect the rights, property, or safety of our business, our customers or others.

To enforce legal rights

We may also share information: (i) if disclosure would mitigate our liability in an actual or threatened lawsuit; (ii) as necessary to protect our legal rights and legal rights of our users, business partners or other interested parties; (iii) to enforce our agreements with you; and (iv) to investigate, prevent, or take other action regarding illegal activity, suspected fraud or other wrongdoing.

With your consent or at your request

We may ask for your consent to share your information with third parties. In any such case, we will make it clear why we want to share the information.

Cross-border data transfers

Sharing of information sometimes involves cross-border data transfers, including transfers outside of the EEA in accordance with the law. We only transfer Personal Data to entities in third countries that have provided appropriate safeguards to ensure that their level of data protection is in agreement with this privacy policy and applicable law, for example in accordance with the rules and procedures known as the EU-US Privacy Shield, or under contractual provisions which have been deemed by the European Commission to provide sufficient safeguards for personal data.

Age limits

We appreciate the need to provide extra privacy protections to users who are children. Our Services are intended for use only by those aged 16 and over. We do not knowingly collect personal information from children under 16 years of age. In order to request the deletion of personal data, for any reason, please use the in-app support feature in our Services or contact us at the address provided below and we will take reasonable measures to promptly delete such personal data from our records.

Links to other sites

Our Privacy Policy may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the privacy terms of every site you visit. We have no control over and assume no responsibility for the content, privacy terms or practices of any third-party sites or services.

Changes to This Privacy Policy

We may update our Privacy Policy from time to time. Thus, you are advised to review the document at this page periodically for any changes. We will notify you of significant changes by posting the new Privacy Policy document. These changes are effective immediately, after they are posted on this page.

Contact us

If you have any questions about this Privacy Policy, please contact us using the in-app support feature in our Services.

APPENDIX A - Advertising networks and their partners

Below, you can find a list with all third-party advertising networks and their partners, with whom we work to provide you with a personalized advertisement experience within our apps. The advertising networks listed below are independent data controllers in respect of your personal data and you can learn more about how each handles your data by accessing their respective privacy notices using the hyperlinks below.

In order to provide personalized advertisements to our users, those listed below use device information that include personal and non-personal information, such as advertising (or ad) identifiers, IP address regarding the delivery of advertisements and your interaction with them and/or other tracking technologies to enable and optimize this advertising procedure. Ad identifiers are non-permanent device identifiers such as the Android advertising ID and/or Apple's ID for advertising (IDFA).

Facebook Audience Network

Facebook Audience Network is an advertising service provided by Facebook, Inc. (US)
Privacy Policy: <https://www.facebook.com/about/privacy/>

AdMob by Google and their partners

AdMob by Google is provided by Google Inc. (US)
For more information on how AdMob uses the collected information, please visit the Privacy Policy of Google: <http://www.google.com/policies/privacy/>
For more information on AdMob Partners, please visit:
<https://support.google.com/admob/answer/9012903>
You can opt-out from AdMob by Google service by following the instructions described by Google: <https://support.google.com/ads/answer/2662922?hl=en>

APPENDIX B - Analytics service providers

We use your information to perform our own analytics and to enable analytics provided by third parties. We use analytical information for supporting business analysis and operations, business intelligence, product development, improving the Services, personalizing content, providing advertising, and making recommendations. In order to learn about how your information is used by our analytics service providers, you can follow the hyperlinks in the list below to each provider's privacy notice.