

What do we collect

Contact details. Name and email address

Pictures. Profile pictures which you upload to your user account

Information from other sites (with your consent). Profile information from Google and browser data about what other sites and apps you visit

Data that identifies you. IP-address, login information, and approximate geolocation based on your IP-address

Other data on how you use our website. Aggregated and anonymized data about how you move on our website and what products and sites you click

How and why do we use your personal data?

According to the data protection laws, we may only use your data for informed reasons and where we have a legal basis to do so. The reasons for which we process your data are the following:

Providing Go&Guess In order to play Go&Guess and keep track of your scores, you need to create a user account. We collect your contact information to create and verify your user account.

Your provision of photos or pictures to your user account is voluntary and based on your consent. You may at any time remove your picture through the settings in your user account.

Improving Go&Guess. We collect data that identifies you and other aggregated data on how you use our website for managing landing pages, heat mapping our website, and analyzing and optimizing website traffic.

We process aggregated data and/or anonymized data (that does not identify you) for these purposes based on our legitimate interest to improve our website and app by making it more user friendly. Data that identifies you will only be processed for these purposes if you consent to it. You may at any time recall your consent or change your preferences on your profile page.

Sending newsletters. If you are a customer of ours, we will send you updates about news we think might interest you, such as the release of new features or new maps. You may at any time choose to unsubscribe through the settings of your user account, or by using the “unsubscribe” instructions provided in each newsletter.

We process your personal data for this purpose based on our legitimate interest to update our customers of new features.

Marketing purposes. We may collect profile information from Google and information about which other websites and apps you visit, to create user audiences for marketing purposes, to display targeted advertisements and to measure how users interact with our advertisement. This may include profiling and the use of machine learning and other techniques over your data and in some cases using third parties to do this, if you consent to marketing cookies and similar technologies on our website or in our app.

We process your personal data for these purposes only if you consent. You may at any time recall your consent or change your preferences on your profile page.

Who can access your personal data?

Your data can only be accessed by those of our employees and consultants who need the data to perform their work. Besides our employees and consultants, we use certain partners to help us provide, improve, promote, and protect our services. For example, we use suppliers to manage marketing, data storage, and web hosting on our behalf. We also use services from Google to analyze how our website and app is used and to display targeted ads and follow up on our marketing campaigns if you consent to such use.

For our partners to perform their services, it is sometimes necessary for us to share your data with them. These suppliers may only use your personal data in accordance with our instructions and we only share such data that is required to perform the service in question. We do not sell any personal data to partners or any other third parties.

Independent service providers. For log-in, providing maps and surroundings in Go&Guess, payments, customer support and product purchases, we rely on the following independent third party service providers.

For displaying maps and surroundings in Go&Guess, we use [Google Maps](#), [Google Earth](#) and [Street View](#).

These service providers have an independent responsibility for the data that they collect as part of providing requested services. The service providers are considered as data controllers for the data they collect and process about you, including the transaction and payment data, support communication data, and product orders respectively, and are responsible for your data being processed in accordance with the GDPR as well as other applicable laws. If you want to learn how they protect your data, you can click on the links above and get redirected to their privacy policies.

Other disclosures. We may share personal data to authorities when required by law or regulations. Subject to a merger or sale of Go&Guess AB (in whole or in part), your personal data will be shared with or transferred to the merged or buying entity. In such a case, your personal data will continue to be processed in accordance with this Privacy Statement.

For how long do we store personal data?

Your data is used as long as it's necessary for the purposes for which we collected the data for. How long we store your data will therefore vary depending on the purpose for which we collected the data. We may store personal data for a longer period of time if it is necessary to defend our legal rights and to obey legal requirements.

How do we keep your data secured?

We take several steps to keep your data secure through access control, pseudonymization and encryption procedures. Please keep in mind, however, that no data transmission can be guaranteed to be 100% secure and you provide personal data at your own choice. Always ensure that you keep your password secret and safe to avoid unauthorized use of your user account.

Where do we store your personal data?

We keep your data securely stored at servers in the European Union. If we transfer or enable our partners to transfer or store your personal data in a country outside of the European Economic Area (EEA), we will take the adequate technical and organizational security measures to ensure that your data is processed with a corresponding level of security as within the EEA. Such actions may include signing EU Model Clauses in case the recipient's country of establishment is not recognized as providing an adequate level of protection for personal data.

What are your rights?

You always have the following rights in relation to your personal data:

The right to access your data. You always have the right to understand what personal information we collect and share. You have the right to ask us for supplementary information on why we process your data, what data we process, how long we store your data (or what criteria we use for determining the storage period), who we share your data with, and whether your data is transferred to countries outside of the European Economic Area.

The right to correct inaccurate information. You always have the right to correct or ask us to correct any inaccurate data about you.

The right to request erasure or restriction of your data. You have the right to have us erase or restrict the use of your data that is no longer needed for the purposes for which we collected the data. You also have a right to object to any processing you find unlawful or unnecessary for the informed purposes.

The right to information on the source of data we collect. You have a right to get information on the source of information that is not provided by you and about automated decision-making, such as profiling.

The right to data portability. When technically possible, you have the right to get your data transferred to another service.

Right to non-discrimination. You have the right not to receive discriminatory treatment for the exercise of your privacy rights.

You may request the disclosures described above by sending a request to alexander.yukhimchuk@yandex.by. You have the right to make two (2) free requests during any 12-month period. We will make the disclosure within 30 days of receiving your request, unless we request an extension, in which case we will notify you of the extension within the given time period.

Please note that there may be restrictions for us to erase certain personal data, such as personal data we are required to store by law or regulations.

If you have questions or complaints regarding our processing of your personal data, we kindly ask you to contact us over email at alexander.yukhimchuk@yandex.by.

Contact

If you have any questions or feedback about this privacy policy, please contact us at alexander.yukhimchuk@yandex.by.

This Privacy Statement was last updated on 07/17/2022