



# Application Systems Privacy Policy

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## Introduction

Application Systems (the “Company”) is committed to maintaining robust privacy protections for its users. Our Privacy Policy (“Privacy Policy”) is designed to help you understand how we collect, use, and safeguard the information you provide to us and to assist you in making informed decisions when using our Service.

The terms “we,” “us,” and “our” refer to the Company. “You” refers to you, as a user of our Site or our Service. “AppSystems” is a trading style of “Application Systems”. By accessing our Site or our Service, you accept our Privacy Policy and Terms of Service (found here: <https://appsystems.co.uk/tos>), and you consent to our collection, storage, use and disclosure of your Personal Information as described in this Privacy Policy.

## I. Information We Collect

We collect “Non-Personal Information” and “Personal Information”. **Non-Personal Information** includes information that cannot be used to personally identify you, such as anonymous usage data, general demographic information we may collect, referring/exit pages and URLs, platform types, preferences you submit and preferences that are generated based on the data you submit and number of clicks. **Personal Information** includes your email and device IP Address, which you submit to us through the registration process at the Site and usage around the Site.

### 1. Information collected via Technology.

To activate the Service, you do not need to submit any Personal Information other than your email address and your IP Address. Your IP Address is provided by your browser on activation and Service usage. To use the Service thereafter, you do not need to submit further Personal Information. However, in an effort to improve the quality of the Service, we track information provided to us by your browser or by our software application when you view or use the Service, such as the website you came from (known as the “referring URL”), the type of browser you use, the device from which you connected to the Service, the time and date of access, and other information that does not personally identify you. We track this information using cookies, or small text files which include an anonymous unique identifier. Cookies are sent to a user’s browser from our servers and are stored on the user’s computer hard drive. Sending a cookie to a user’s browser enables us to collect non-personal information about that user and keep a record of the user’s preferences when utilizing our services, both on an individual and aggregate basis. For example, we may use cookies to collect the following information:



- The time you spent on our platform.
- Keeping you signed into your account.
- Providing us an insight into the most active pages

We may use both persistent and session cookies; persistent cookies remain on your computer after you close your session and until you delete them, while session cookies expire when you close your browser.

## **2. Information you provide us by registering for an account.**

In addition to the information provided automatically by your browser (IP Address, time zone and language) when you visit the Site, to become a subscriber to the Service you will need to create a personal profile. You can create a profile by registering with the Service and entering your email address and creating a username and a password. By registering, you are authorizing us to collect, store and use your email address in accordance with this Privacy Policy.

## **3. Personal Information we store.**

To provide the Service, we use this information to keep a profile for you. The personal information that we retain is:

- User Email Address
- User Time zone
- User Language
- Device IP Addresses
- Discord Username and ID (Optional)
- Roblox Username and ID (Optional)
- Steam Username, ID, and HEX (Optional)

## **4. Children's Privacy.**

The Site and the Service are not directed to anyone under the age of 13. We do not knowingly collect or solicit information from anyone under the age of 13 or allow anyone under the age of 13 to sign up for the Service. If we learn that we have gathered personal information from anyone under the age of 13, we will delete that information as soon as possible. If you believe we have collected such information, please contact us at [privacy@appsystems.co.uk](mailto:privacy@appsystems.co.uk).

## **II. How we use and share information.**

### **1. Personal Information.**

Except otherwise stated in this Privacy Policy, we do not sell, trade, rent or otherwise share for marketing purposes your Personal Information with third parties without your consent. We do share Personal Information with vendors who are provided access to user's email address for the purpose of sending emails from us. Those



vendors use your Personal Information only at our direction and in accordance with our Privacy Policy. In general, the Personal Information you provide us is used to help us communicate with you. For example, we use Personal Information to contact users in response to questions, solicit feedback from users, provide technical support and inform users about promotional offers. We may share Personal Information with outside parties if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to meet any applicable legal process or enforceable governmental request; to ensure applicable Terms of Service, including investigations of potential violations; security or technical concerns; or to protect against harm to the rights, property, or safety of our users or the public as required or permitted by law.

## **2. Non-Personal Information:**

In general, we use Non-Personal Information to help us improve the Service and customise the user experience. We also aggregate Non-Personal Information to track trends and analyse use patterns on the Site. This Privacy Policy does not limit in any way our use or disclosure of Non-Personal Information and we reserve the right to use and disclose such Non-Personal Information to our partners, advertisers and other third parties at our discretion.

In the event we undergo a business transaction such as a merger, acquisition by another company, or sale of all or a portion of our assets, your Personal Information may be among the assets transferred. You acknowledge and consent that such transfers may occur and are permitted by this Privacy Policy, and that any acquirer of our assets may continue to process your Personal Information as set forth in this Privacy Policy. If our information practices change at any time in the future, we will post the policy changes to the Site so that you may opt out of the new information practices. We suggest that you check the Site periodically if you are concerned about how your information is used.

## **III. How we protect information.**

We implement security measures designed to protect your information from unauthorised access. Your account is protected by your account password and optionally a Timed One-Time Passcode, we urge you to take steps to keep your personal information safe by not disclosing your password and by logging out of your account after each use. We further protect your information from potential security breaches by implementing certain technological security measures including encryption, firewalls, and secure socket layer technology. However, these measures do not guarantee that your information will not be accessed, disclosed, altered, or destroyed by breach of such firewalls and secure server software. By using our Service, you acknowledge that you understand and agree to assume these risks.



#### **IV. Your rights regarding the use of your personal information.**

You have the right at any time to prevent us from contacting you for marketing purposes. When we send a promotional communication to a user, the user can opt out of further promotional communications by following the unsubscribe instructions provided in each promotional email. You can also indicate that you do not wish to receive marketing communications from us by emailing our support team at [support@appsystems.co.uk](mailto:support@appsystems.co.uk). Please note that notwithstanding the promotional preferences you indicate by either unsubscribing or opting out. We may continue to send you administrative emails including, periodic updates to our Privacy Policy or account security information.

#### **V. Your right to request a copy of your data.**

Once every 30 days, you may request a copy of your personal data. This can be done by emailing [privacy@appsystems.co.uk](mailto:privacy@appsystems.co.uk) with subject heading "Data Request – USERNAME". Please note that we can only provide you the data if you are emailing from the email address linked to your account. We will then respond in accordance with the GDPR (General Data Protection Regulation) stated timeframe of 30 days.

#### **VI. Your right to erasure.**

You can erase your account data at any time at any time. This can be done by visiting the account page (<https://appsystems.co.uk/account>) and clicking the "Delete Account" button. Once you confirm you wish to delete your account, the data will be immediately removed, and you will be logged out. Please note, your data will remain in our backups for a total of 14 days before being permanently destroyed. If we need to roll back to a previous version, we will ensure that your data is destroyed.

#### **VII. Links to other websites.**

As part of the Service, we may provide links to or compatibility with other websites or applications. However, we are not responsible for the privacy practices employed by those websites or the information or content they contain. This Privacy Policy applies solely to information collected by us through the Site and the Service. Therefore, this Privacy Policy does not apply to your use of a third-party website accessed by selecting a link on our Site or via our Service. To the extent that you access or use the Service through or on another website or application, then the privacy policy of that other website or application will apply to your access or use of that site or application. We encourage our users to read the privacy statements of other websites before proceeding to use them.



### **VIII. Changes to our Privacy Policy.**

We reserve the right to change this policy and our Terms of Service at any time. We will notify you of significant changes to our Privacy Policy by sending a notice to the email address specified in your account and by placing a notice on our Site. Significant changes will go into effect 30 days following such notification. Non-material changes or clarifications will take effect immediately. You should periodically check the Site and this Privacy Policy for updates.

### **IX. Contact Us.**

If you have any questions regarding this Privacy Policy or the practices of our Site, please contact us by sending an email to [privacy@appsystems.co.uk](mailto:privacy@appsystems.co.uk)