

ContentCal Privacy Policy

Mobile application privacy policy

This ContentCal desktop and mobile software application (**App**) is brought to you by Content Calendr Limited and is available on the ContentCal website www.contentcal.io

We take the privacy of our App users very seriously. We ask that you read this privacy policy (**Policy**) carefully as it contains important information about how we will use your personal data.

Content Calendr Limited provides the App on behalf of your employer.

For the purposes of the Data Protection Act 1998, ContentCal and your employer are 'data controllers' (i.e. the companies who are responsible for, and controls the processing of, your personal data).

Personal data we may collect about you

Information that you provide

We will obtain personal information about you (such as your name, email address, password, the country and city where you are located and how many times you have logged into the App) whenever you access the App.

We will also obtain personal information you provide when you register to use this App, send us feedback, post material, contact us for any reason and by any medium, sign up to a service, share information via the App's social media functions or report a problem with the App.

We may retain a record of any contact you make with us.

Information that we will collect automatically

Cookies: We may monitor your use of the App through the use of cookies and similar tracking devices. For example, we may monitor how many times you use the App, which pages you go to, traffic data. This information helps us to build a profile of our users.

Device information: We may also collect information about your device each time you use the App. For example, we may collect information on the type of mobile device that you are using and its unique device identifier (for example, the IMEI number, the device's mobile phone number, or the MAC address of the device's wireless network interface), the type of mobile browser that you are using, the mobile operating system that you are using, mobile network information and the time zone setting.

Information on your device: We may also collect information which is stored on your device each time you use the App. For example, we may collect contact information, login information, friends lists, photos, videos, notes and other digital content.

Location data: We may also collect information to determine your location using Google Analytics and Intercom. Some of the features of the App will require access to such location data to work. If you would like to use any such feature, you will be asked to consent to provide such location information. You can withdraw your consent to providing this information at any time by contacting support@contentcal.io.

You can find out more information about how Google uses your information by clicking [here](#) and more information about how Intercom uses your data by clicking [here](#).

How we use your personal data

We use your personal data for the following purposes:

- to help us identify you and any accounts you hold with us;
- administration;
- marketing—see 'Marketing and opting out', below;

- fraud prevention and detection;
- billing and order fulfilment (including in-App purchase fulfilment);
- customising the App and its content to your particular preferences;
- to notify you of any changes to the App or to our services that may affect you;
- improving our services.

Marketing and opting out

If you have given permission, we may contact you by mail, telephone, SMS, text/picture/video message, email about products, services, promotions, special offers that may be of interest to you. If you prefer not to receive any direct marketing communications from us, you can opt out at any time. See further 'Your rights', below.

The App may contain links to websites or other apps which we or our partners own, or websites or apps of our partners or third parties. Please note that if you follow any of these links, the websites, apps and services provided through them will have their own privacy policies/terms of use. We do not accept any responsibility or liability for their respective privacy policies/terms of use or the collection and use of any personal data collected through these websites, apps or services. Please ensure that you review the relevant privacy policies/terms of use prior to providing any personal data to, or using these websites, apps and services.

Disclosure of your personal data

We may disclose your personal data to:

- other companies within our group;
- a third party who acquires Content Calendr Limited or acquires substantially all of its assets, in which case the personal data shall be one of the acquired assets;
- our agents and service providers;
- law enforcement and regulatory agencies in connection with any investigation to help prevent unlawful activity or as otherwise required by applicable law.

Keeping your data secure

We will use technical and organisational measures to safeguard your personal data, for example:

- access to your account is controlled by a password and username that are unique to you;
- we store your personal data on secure servers.

While we will use all reasonable efforts to safeguard your personal data, you acknowledge that the use of the internet is not entirely secure and for this reason we cannot guarantee the security or integrity of any personal data that are transferred from you or to you via the internet.

Monitoring

We may monitor and record communications with you (such as telephone conversations and emails) for the purpose of quality assurance, training, fraud prevention and compliance.

Your rights

You have the right to request access to personal data that we may process about you. If you wish to exercise this right, you should:

- put your request in writing;

- include proof of your identity and address (eg a copy of your driving licence or passport, and a recent utility or credit card bill); and
- specify the personal data you want access to, including any account or reference numbers where applicable.

You have the right to require us to correct any inaccuracies in your data free of charge. If you wish to exercise this right, you should:

- put your request in writing;
- provide us with enough information to identify you; and
- specify the information that is incorrect and what it should be replaced with.

You also have the right to ask us to stop processing your personal data for direct marketing purposes. If you wish to exercise this right, you should: put your request in writing (an email sent to support@contentcal.io with a header that says 'Unsubscribe' is acceptable).

Use of cookies

A cookie is a small text file which is placed onto your mobile (or other electronic device) when you access our App. We use cookies on our App to:

- recognise you whenever you visit the App (this speeds up your access to the App as you do not have to log on each time);
- obtain information about your preferences, online movements and use of the internet;
- carry out research and statistical analysis to help improve our content, products and services and to help us better understand our visitor AND/OR customer requirements and interests;
- target our marketing and advertising campaigns and those of our partners more effectively by providing interest-based advertisements that are personalised to your interests; and
- make your online experience more efficient and enjoyable.

In most cases we will need your consent in order to use cookies on this App. The exception is where the cookie is essential in order for us to provide you with a service you have requested.

Description of cookies

We use Google Analytics and Intercom cookies to show us information about the usage of the App including the number of times that the App has been accessed and location data.

How to turn off cookies

If you do not want to accept cookies, you can change your browser settings so that cookies are not accepted. If you do this, please be aware that you may lose some of the functionality of the App. For further information about cookies and how to disable them please go to: www.aboutcookies.org or www.allaboutcookies.org.

Our contact details

We welcome your feedback and questions. If you wish to contact us, please send an email to support@contentcal.io.

Changes to this privacy policy

We may change this Policy from time to time. You should check this policy frequently to ensure you are aware of the most recent version that will apply each time you use the App.