

Privacy Policy

Last updated: August, 2018

Policy Summary

Your privacy matters to us. At ProDev, we've always treated your privacy very seriously. After all, we are users too! Therefore, our commitment is to be transparent about the data we collect about you, how it is used and with whom it is shared. We work hard to safeguard the data we collect and to comply with all relevant laws and regulations.

Data we collect and store. In a nutshell, other than certain information which you may provide us when you contact us via our software application, as further described in our privacy policy below ("Contact Information"), we only collect and store non-personal information, as follows:

1. Your anonymized user ID and general demographic data we obtain from your social profile, like your age, your gender, where you live (by region), your relationship status and your general interests, if such are available.
2. Sponsored campaigns, sponsored posts or advertisements that target you directly or that have been shared with you in your social feed, including clicks that you may have initiated on such ads.
3. Your anonymized device ID, as well as general browser and operating system information that we collect from your browser user agent.

Accordingly, other than Contact Information which you may provide us, we don't collect or store "personal data" and, therefore, we believe that the privacy law does not apply to our operations. However, in the unlikely event that what we do is considered "processing personal data", we have prepared this privacy policy.

Do we identify you with the data we collect? No. We, along with our affiliates, provide market research solutions, and, therefore, any data that we collect is automatically rendered anonymized and non-personal, so there is no way to actually identify you or others. If you decide to contact us with a question or inquiry, we will only use the information that you provide to us in order to respond to you, and for no other purpose.

What we collect the data for. We use these non-personal data to analyze how companies promote their products and services online and on social networks and to what groups of people (i.e. target groups). We provide our customers with data intelligence and insights into their advertising practices as well as those of their competitors. Therefore, the data we share with them is always aggregated and non-personal. We also share the data securely with our local or foreign subsidiaries or affiliated companies.

Contacting us. If you'd like to learn more about our data collection practices, please read the detailed privacy policy below. If you have any remaining concerns or questions, please contact us at: saunislamss@gmail.com

We have put together the privacy policy below to inform you about our data collection practices in more detail even if they relate to data that is not "personal data"

Privacy Policy

This Privacy Policy governs how we, ProDev, Inc. and its affiliates (“**ProDev**”, “**we**”, “**our**” or “**us**”), use data that we collect, receive and store in connection with your use of ProDev’s software applications (collectively referred to herein as the “**Software**”).

The data that we collect in connection with our Software is automatically rendered anonymized and non-personal. We do not collect or store any of your personal data (unless you decide to contact us with a question), nor do we ever monitor or track your personal activities, apart from clicks that you may have initiated on sponsored ads.

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This Privacy Policy may be updated from time to time and therefore we ask you to check back periodically for the latest version of the Privacy Policy.

The Data that We Collect and Process

We collect the following data:

1. Information collected when you commence communications with us:

Data We Collect.

Your email address. You may share with us additional information like your first and last names, at your discretion.

Why is the data collected and for what purposes?

To be able to communicate with you by email.

Legal basis for data collection.

Necessary to perform a contract or take steps, at your request, enter into a contract. Legitimate interest.

Third Parties with whom we Share your Data .

Gmail for Business.

Period of Storage.

Up to 3 years.

Consequences of not providing the data

We will not be able to respond to your specific request.

2. Collection of Non-Personal, Statistical Data. We collect data about sponsored campaigns, sponsored posts or advertisements that target you directly or that have been shared with you. We may complement these data with general demographic information like your age, your gender, where you live (by region), your relationship status and your general interests, as stored by social networks. The Software transmits data that has been anonymized by using a mathematical function known as “hash function”. The hashed data cannot be traced back to you or any other user and does not enable identification of an individual person.

3. Log Files. Log files are automatically created as a result of errors in the code of the Software that are stored in log entries. Such log files contain information like your internet protocol (IP) address, browser type, internet service provider (ISP) and any other information the browser automatically sends. We do not control the data transmitted and we do not store or use this data.
4. Google Analytics. The Software uses a tool called “Google Analytics” to collect anonymized and aggregated information about the use of the Software. Google Analytics collects various information, such as what pages the users visit and when they do so, and what other sites they visited. We use the information we get from Google Analytics to derive general insights about the use of the Software and for statistical purposes. Google’s ability to use and share information collected by Google Analytics about your use of the Software and the Software is restricted by the Google Analytics Terms of Service, available at <http://www.google.com/analytics/terms/us.html>, and the Google Privacy Policy, available at: <http://www.google.com/policies/privacy/>. You may learn more about how Google collects and processes data specifically in connection with Google Analytics at <http://www.google.com/policies/privacy/partners/>. You may prevent your data from being used by Google Analytics by downloading and installing the Google Analytics Opt-out Browser Add-on, available at <https://tools.google.com/dlpage/gaoptout/>.
5. Location Data. We obtain certain location-based data in connection with your use of the Software, transmitted from your Facebook and your IP address. We use such location-based data only to determine high-level region, state and country level location data which we store and use. We never store or use your IP address or any other specific location-based data.
6. Children’s Privacy. We do not offer our Software for use by children. If you are under 18, you may not use the Software, or provide us with any information without involvement of a parent or a guardian. We do not knowingly collect personal information from, and/or about children. If you believe that we might have any such personal information, please contact us at saunislamss@gmail.com

Why We Collect and Process the Data

We use these data to analyze how companies promote their products and services online and on social networks and to what groups of people (i.e. target groups). We provide our customers with data intelligence and insights into their advertising practices as well as those of their competitors. Therefore, the data we share with them is always aggregated and non-personal.

Who We Share Data With

We share the data that we collect in the following ways:

1. We store and process the data on servers at Amazon Web Services (AWS) and Microsoft Azure facilities in the United States and the United Kingdom.
2. We securely transfer your data to our local or foreign subsidiaries and affiliates as needed, who are all in compliance with this privacy policy.
3. Through the use of our products, we share data on an aggregated, non-personal basis with our customers, partners and any of their affiliates or users, located in various countries around the world.
4. We share aggregated, non-personal data and insights generated from the data with publications, analysts and other venues, for the purposes of promoting ProDev or its affiliates.

5. To comply with all applicable laws, regulations and rules, and requests of law enforcement, regulatory and other governmental agencies or if required to do so by court order.
6. If, in the future, we sell or transfer some or all of our business or assets to a third party, we will (to the extent required) disclose, transfer or assign information to such third party purchaser, including, if required, the anonymized, non-personal data, subject to its compliance with this Privacy Policy. In the event of bankruptcy or a comparable event, we reserve the right to disclose, transfer or assign data in connection with the foregoing events.

For more information or for exercising your rights, please contact us at saunislamss@gmail.com. Subject to legal and other permissible considerations, we will make every reasonable effort to honor your request promptly or inform you if we require further information in order to fulfil your request.