

Privacy Policy for Beer Mage

Privacy Policy

Last updated: March 15, 2024

This privacy policy describes our policies and procedures on the collection, use, and disclosure of your information when you use the service, and tells you about your privacy rights and how the law protects you.

We use your personal data to provide and improve the service. By using the service, you agree to the collection and use of information in accordance with this privacy policy.

Interpretation and Definitions

Interpretation

The following definitions shall have the same meaning regardless of whether they appear in singular or plural.

Definitions

For the purposes of this Privacy Policy: The following definitions shall have the same meaning whether they appear in singular or plural.

Account: Means a unique account created for you to access our service or parts of our service.

Affiliate: Means an entity that controls, is controlled by, or is under common control with a party, where "control" means ownership of 50% or more of the shares, equity interests, or other securities entitled to vote for election of directors or other managing authority.

Application: Refers to Beer Mage, the software program provided by the company. The company (referred to as either "the Company", "We", "Us", or "Our" in this Agreement) refers to Beer Mage ApS, Nansensgade 19, 4 1366 Copenhagen K.

Country: Refers to: Denmark

Device: Means any device that can access the service such as a computer, a cellphone, or a digital tablet.

Personal Data: Means any information that relates to an identified or identifiable individual.

Service: Refers to the application.

Service Provider: Means any natural or legal person who processes the data on behalf of the company. It refers to third-party companies or individuals employed by the company to facilitate the service, to provide the service on behalf of the company, to perform services related to the service, or to assist the company in analyzing how the service is used.

Third-Party Social Media Service: Refers to any website or any social network site through which a user can log in or create an account to use the service.

Usage Data: Refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, the duration of a page visit). You means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Collection and Use of Your Personal Data

Types of Data Collected:

Personal Data

When using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information may include, but is not limited to:

- Email address
- First name and last name
- Address, state, province, ZIP/postal code, city
- Usage Data

Usage Data

Usage data is automatically collected when you use the service.

Usage data may include information such as your device's Internet Protocol address (e.g., IP address), browser type, browser version, the pages of our service that you visit, the time and date of your visit, the time spent on these pages, unique device identifiers, and other diagnostic data.

When you access the service via or through a mobile device, we may automatically collect certain information, including, but not limited to, the type of mobile device you use, your mobile device's unique ID, the IP address of your mobile device, your mobile operating system, the type of mobile internet browser you use, unique device identifiers, and other diagnostic data.

We may also collect information that your browser sends whenever you visit our service or when you access the service via or through a mobile device.

Information Collected while Using the Application

While using our Application, in order to provide features of our Application, we may collect, with your prior permission:

- Information about your location
- Pictures and other information from your device's camera and photo library

While engaging with our Application, we are dedicated to enhancing your experience through various features that may necessitate access to specific data on your device, always with your prior permission. These include:

- **Location Information:** To offer location-based services and recommendations, we may collect information about your geographical location. This helps us tailor our service to better suit your local preferences and provide more relevant beer-related content.
- **Camera Access:** Beer Mage utilizes your device's camera exclusively for the purpose of scanning beer barcodes. This feature is designed to swiftly provide you with information about the beers you encounter, aiding in discovery and learning. Access to the camera is only initiated with your consent and is directly controlled through the application's interface.
- **Photo Library Access:** We may request access to your device's photo library, but only to enable you to upload your own profile pictures or share images related to your beer experiences. This feature allows for a more personalized and engaging user experience within Beer Mage. Like camera access, the use of your photo library is governed by your explicit permission and can be managed at any time through your device's settings.

The collected information may be uploaded to the company's servers or a service provider's server to facilitate these features, or it may simply be stored on your device. We prioritize the confidentiality and security of your data, ensuring it is used solely to enhance the services offered by Beer Mage and improve your user experience.

Consent and Control of Personal Data

- **Managing Consent:** You can manage or withdraw your consent at any time through the application settings or by contacting us at support@beermage.com. We provide detailed instructions within the app and our Privacy Policy to ensure you can easily exercise your rights.
- **Rights Under GDPR:** If you are a resident of the EU or are subject to GDPR protections, you have the right to access, correct, and delete your personal data stored by Beer Mage. Additionally, you can object to or restrict certain processing activities. For more information or to exercise these rights, please contact us.

Additional Compliance Measures:

- **Transparent Data Usage:** Beer Mage will maintain transparency about the data collection purposes, ensuring users are informed about how their data is used. This includes clear communication through the app's consent prompts and detailed descriptions in the Privacy Policy. Should you have any inquiries or require further clarification, we encourage you to contact our support team at support@beermage.com. Our dedicated professionals are available to assist with your questions, ensuring you receive the guidance and information you need.
- **Procedure for Withdrawal of Consent:** Detailed procedures for withdrawing consent will be easily accessible within the app and described in the Privacy Policy, ensuring users can execute their rights without unnecessary barriers.
- **Updates and Notifications:** Beer Mage will notify users of any significant changes to data collection practices or the Privacy Policy, ensuring ongoing compliance with GDPR and other data protection laws.

Managing Permissions

You retain full control over your personal information. Access to your location, camera, and photo library can be activated or deactivated at your discretion through your device's settings. This ensures that you have the flexibility to customize your experience according to your privacy preferences.

Use of Your Personal Data

The company may use personal data for the following purposes:

- **To provide and maintain our service,** including monitoring the use of our service.

- **To manage your account:** managing your registration as a user of the service. The personal data you provide can grant you access to different functionalities of the service that are available to you as a registered user.
- **For the execution of a contract:** the development, compliance, and undertaking of the purchase contract for the products, goods, or services you have purchased or any other contract with us through the service.
- **To contact you:** To reach you by email, telephone calls, SMS, or other equivalent forms of electronic communication, such as a mobile application's push notifications regarding updates or informative communications related to functionalities, products, or contracted services, including security updates, when necessary or reasonable for their implementation.
- **To provide you with news,** special offers, and general information about other goods, services, and events we offer that are similar to those you have already purchased or inquired about unless you have opted not to receive such information.
- **To handle your requests:** To attend to and manage your requests to us.
- **For business transfers:** We may use your information to evaluate or conduct a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of our assets, whether as an ongoing concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal data held by us about our service users is among the assets transferred.
- **For other purposes:** We may use your information for other purposes, such as data analysis, identifying usage trends, determining the effectiveness of our promotional campaigns, and to evaluate and improve our service, products, marketing, and your experience.

You can enable or disable access to this information at any time through your device's settings.

We may share your personal information in the following situations:

- **With Service Providers:** We may share your personal information with service providers to monitor and analyze the use of our service, to contact you.
- **For Business Transfers:** We may share or transfer your personal information in connection with, or during negotiations of, any merger, sale of company assets, financing, or acquisition of all or a portion of our business to another company.
- **With Affiliates:** We may share your information with our affiliates, in which case we will require those affiliates to comply with this privacy policy. Affiliates include our parent company and any other subsidiaries, joint venture partners, or other companies that we control or that are under common control with us.

- With Business Partners: We may share your information with our business partners to offer you certain products, services, or promotions.
- With Other Users: When you share personal information or otherwise interact in the public areas with other users, such information may be viewed by all users and may be publicly distributed outside. If you interact with other users or register through a third-party social media service, your contacts on the third-party social media service may see your name, profile, pictures, and description of your activity. Similarly, other users will be able to view descriptions of your activity, communicate with you, and view your profile.
- With Your Consent: We may disclose your personal information for any other purpose with your consent.

Storage of Your Personal Data

The company 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.

The company will also retain Usage Data for internal analysis purposes. Usage data is generally retained for a shorter period, unless such data is used to strengthen the security or to improve the functionality of our service, or we are legally obligated to retain this data for longer time periods.

Transfer of Your Personal Data

Your information, including personal data, is processed at the company's operating offices and in any other place where the parties involved in the processing are located. This means that this information can be transferred to — and maintained on — computers located outside of your state, province, country, or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

Your consent to this privacy policy followed by your submission of such information represents your agreement to that transfer.

The company will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy and no transfer of your personal data will occur to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

Deletion of Your Personal Data

You have the right to delete or request that we assist in deleting the personal data we have collected about you.

Our service may allow you to delete certain information about you from within the service.

You can update, change, or delete your information at any time by logging into your account, if you have one, and visiting the account settings section that allows you to manage your personal information. You can also contact us to request access to, correct, or delete any personal information that you have provided to us.

Please note, however, that we may need to retain certain information when we have a legal obligation or lawful basis to do so.

If you encounter any issues while attempting to delete your data via our website or app, please do not hesitate to contact us. We are committed to ensuring your right to data privacy and will assist you in deleting your data upon request. Please note that the deletion process may take some time due to technical constraints. We appreciate your patience and understanding in this matter

Disclosure of Your Personal Data

Business Transactions

If the company is involved in a merger, acquisition, or asset sale, your personal data may be transferred. We will provide notice before your personal data is transferred and becomes subject to a different privacy policy.

Law Enforcement

Under certain circumstances, the company may be required to disclose your personal data if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

Other Legal Requirements

The company may disclose your personal data in the good faith belief that such action is necessary to:

- Comply with a legal obligation
- Protect and defend the rights or property of the company
- Prevent or investigate possible wrongdoing in connection with the service
- Protect the personal safety of users of the service or the public
- Protect against legal liability

The Security of Your Personal Data

The security of your personal data is important to us, but remember that no method of transmission over the Internet or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your personal data, we cannot guarantee its absolute security.

Children's Privacy

Our service does not address anyone under the age of 18. We do not knowingly collect personally identifiable information from anyone under 18 years of age. If you are a parent or guardian and you are aware that your child has provided us with personal data, please contact us. If we become aware that we have collected personal data from anyone under the age of 18 without verification of parental consent, we take steps to remove that information from our servers.

If we need to rely on consent as a legal basis for processing your information and your country requires consent from a parent, we may require your parent's consent before we collect and use that information.

Links to Other Websites

Our service may contain links to other websites that are not operated by us. If you click on a third-party link, you will be directed to that third party's website. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party websites or services.

Changes to This Privacy Policy

We may update our privacy policy from time to time. We will notify you of any changes by posting the new privacy policy on this page.

We will let you know via email and/or a prominent notice on our service, before the change becomes effective, and update the "Last updated" date at the top of this privacy policy.

You are advised to review this privacy policy periodically for any changes. Changes to this privacy policy are effective when they are posted on this page.

Contact Us

If you have any questions about this privacy policy, you can contact us:

- Via email: support@beermage.com