

# **Zeroh Design Ltd**

## **Privacy Policy for ‘Mother’ App**

This Privacy Policy describes the ways in which Zeroh Design Ltd. ("we," "our," or "us") collects, uses, and discloses information about you through the ‘Mother’ mobile application (the "App") and all other Company websites and applications that link to this policy. By using the App, you consent to the processing of your information as set forth in this Privacy Policy, now and as amended by us.

### **What information do we collect?**

**Information You Provide** - We and our service providers collect any information that you provide when you use the App, which will be limited to you name, and email address.

By downloading and installing the App to your mobile device you give us permission to store this data for limited use by Zeroh Design Ltd. The information you supply to us will not be passed to any third party without consent.

In addition, we may collect de-identified reports on user demographics and traffic patterns.

### **How do we use this information?**

We, and our affiliates and subsidiaries, may use the information we collect for a number of purposes, including, but not limited to:

- providing you with products, services, or information you request;
- providing you with information about the App or required notices;
- delivering marketing communications, promotional materials,
- allowing us to improve the App and the services we provide, such as by better tailoring our content to our users' needs and preferences;
- generating and analysing statistics about your use of the App;
- helping our funders and sponsors better understand our users

(provided that for such purposes we only use de-identified information); and

- detecting, preventing, and responding to fraud, intellectual property infringement, violations of our Terms of Use, violations of law, or other misuse of the App.

## **Where is this information processed and stored?**

Emails are stored on 3rd party email host's servers such as Doteasy.com and Mailchimp.com.

Data received from third parties is stored in email, cloud services and on hard drives of laptop and desktop computers.

## **How is your information secured?**

Your personally identifiable information submitted via web forms on Zeroh Design Ltd affiliated websites or apps is sent directly to email mailboxes and protected by standard username and password controls.

Consent to communicate directly via email is implied by contacting Zeroh Design Ltd, unless instructed otherwise.

## **For how long is your data kept?**

Consumer's personally identifiable information shared with us by third parties is deleted immediately after use or in the 12 months following the official written end of an engagement if a legitimate reason is logged.

Basic contact details received via direct email communication is kept for the lifespan of the business unless otherwise requested or is deleted at the discretion of Zeroh Design Ltd.

## **How to make a complaint**

You have the right at any time to make a complaint at any time to the Information Commissioners Office (ICO) who are the data protection authority for the UK and can be contacted at [www.ico.org.uk](http://www.ico.org.uk).

By writing to Zeroh Design Ltd using the contact form on the websites <http://www.zeroh.net> or <http://www.zerohstudio.com> it is also possible to make a complaint and we will respond as quickly as is possible.

## **Children's information**

The App is not directed to, nor do we knowingly collect information from, children under the age of 13. If you become aware that your child or any child under your care has provided us with information without your consent, please contact us at the contact information listed below.

## **Changes to this Privacy Policy**

If we update this Privacy Policy, we will notify you by posting a new Privacy Policy on this page.

## **Contact us**

If you have any questions about this Privacy Policy or our use of your information collected through the App, please contact us at [info@zeroh.net](mailto:info@zeroh.net)