



# Privacy Policy

*Effective from 01/05/2024*

## **Introduction**

MarketApp Limited (hereinafter “we”, “us”, “our”, “Company”, “BLASK” or the “Platform”) is strongly committed to protecting your privacy and complying with your choices. Both personal and non-personal data collected is safeguarded according to the highest privacy and data protection standards adopted worldwide. We execute robust and effective data protection program, which complies with existing laws and abides by the data protection principles. However, we recognise our obligations in updating and expanding this program to meet the demands of the GDPR compliance and best data protection policies worldwide.

Therefore, we are committed to processing your personal data in accordance with our responsibilities under the GDPR as follows:

Article 5 of the GDPR requires that personal data shall be:

- a. processed lawfully, fairly and in a transparent manner in relation to individuals;
- b. collected for specified, explicit and legitimate purposes and not further processed in a manner that is incompatible with those purposes; further processing for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes shall not be considered to be incompatible with the initial purposes;
- c. adequate, relevant and limited to what is necessary in relation to the purposes for which they are processed;

d. accurate and, where necessary, kept up to date; every reasonable step must be taken to ensure that personal data that are inaccurate, having regard to the purposes for which they are processed, are erased or rectified without delay;

e. kept in a form which permits identification of data subjects for no longer than is necessary for the purposes for which the personal data are processed; personal data may be stored for longer periods insofar as the personal data will be processed solely for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes subject to implementation of the appropriate technical and organisational measures required by the GDPR in order to safeguard the rights and freedoms of individuals; and

f. processed in a manner that ensures appropriate security of the personal data, including protection against unauthorised or unlawful processing and against accidental loss, destruction or damage, using appropriate technical or organisational measures.”

### **Data Collection**

We may collect personal data from you when you use the Services and/or the Platform, including but not limited to your name, email address, contact information, and any other information you provide to Us. We may also collect data automatically through cookies and similar technologies.

### **Data Use**

We use your personal data to provide and improve our services, communicate with you, and personalize your user experience. We may also use your data for marketing and promotional purposes with your consent.

### **Data Sharing**

We may share your personal data with third-party service providers who assist us in operating the Platform or providing services to you. We will only share your data with third parties who have agreed to protect your data in accordance with our data protection standards.

### **Data Security**

We implement appropriate technical and organizational measures to protect your personal data against unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is completely secure, and we cannot guarantee absolute security.

### **Data Retention and Deletion**

We will retain your personal data for as long as necessary to fulfill the purposes for which it was collected, or as required by law. You may request the deletion of your data at any time by contacting Us directly or by using relevant functionality of your account.

### **Data Subject Rights**

You have the right to access, rectify, or erase your personal data, as well as the right to restrict or object to certain processing activities. You may exercise these rights by contacting us using the "Contact Us" section.

### **Data Transfers**

Your personal data may be transferred to and processed in countries outside of your own, where data protection laws may be different. By using the Platform, you consent to the transfer of your data to such countries.

### **Amendments**

We may amend present Privacy Policy terms from time to time upon Our sole discretion to comply with legal frameworks. We will notify you accordingly on the Platform or via your personal email should such amendments take place.

### **Acceptance**

By registering account on the Platform, you unconditionally agree to the Privacy Policy terms outlined herein.

### **Contact Us**

If you have any questions or concerns about our data protection and data processing practices, or if you wish to exercise your data subject rights, please contact Our data

protection officer at: [legal@marketapp.cy](mailto:legal@marketapp.cy).



Thoughts, stories and ideas.

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