

Privacy Policy

This Privacy Policy outlines how we collect, use, and protect your personal information when you use our services, which include showing QR Passes to cashiers for tracking purchases in stores, obtaining electronic receipts, accumulating and redeeming discounts, receiving personal offers from stores, and viewing online showcases of products.

By using SwitchPass, you agree to the collection and use of information in accordance with this policy.

1. Introduction

This Privacy Policy explains how we collect, use, and protect your personal data. By using our services, you agree to the practices described in this policy.

2. Information We Collect

We collect the following personal information from you:

- **Personal Identification Information:** First Name, Last Name
- **Contact Information:** Email, Phone Number
- **Transactional Information:** Purchase History in Stores
- **Usage Data:** QR Pass usage, electronic receipts, accumulated discounts, personal offers received, and online showcase interactions.

3. How We Collect Your Data

We collect data in the following ways:

- **Directly from you:** When you register on our website, make a purchase, or interact with our services.

4. How We Use Your Data

We use your data for the following purposes:

- To provide and manage your access to our services.
- To process your transactions and provide electronic receipts.
- To offer and manage discounts and personal offers.
- To personalize your experience based on your preferences and purchase history.
- To send newsletters and promotional materials from stores where you have made purchases.
- To improve our services based on your feedback and interactions.

5. Data Sharing and Disclosure

We do not share your personal data with third parties except in the following circumstances:

- **Service Providers:** We may share data with trusted service providers who assist us in operating our website, conducting our business, or servicing you, as long as those parties agree to keep this information confidential.
- **Legal Requirements:** We may disclose your information if required by law or to protect our rights, comply with legal processes, or respond to government requests.

6. Data Retention

We retain your personal data only for as long as necessary to fulfill the purposes outlined in this Privacy Policy. Your data will be deleted or anonymized once it is no longer required for these purposes.

7. Your Privacy Rights

Depending on your location, you may have the following rights regarding your personal data:

- **Access:** You can request a copy of your data.
- **Rectification:** You can request corrections to any inaccurate or incomplete data.
- **Erasure:** You can request the deletion of your data.

8. Data Security

We implement a variety of security measures to protect your personal data.

These include:

- **Access Controls:** Limiting access to your personal data to authorized personnel only.
- **Regular Audits:** Conducting regular security audits and updates to our security practices.

9. Use of Cookies

Our website uses cookies to enhance your experience. Cookies are small files that are stored on your device to collect standard internet log information and visitor behavior information. You can set your browser to not accept cookies, but some of our website features may not function as a result.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or applicable laws. We will notify you of any significant changes by posting the new policy on our website.

11. Legal Basis for Processing Personal Data

For users located in the European Economic Area (EEA), our legal basis for collecting and using your personal data will depend on the personal data concerned and the specific context in which we collect it. Generally, we will collect personal data from you only where we have your consent, where we need the personal data to perform a contract with you, or where the processing is in our legitimate interests and not overridden by your data protection interests or fundamental rights and freedoms.

12. International Data Transfers

Your information, including personal data, may 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 from those in your jurisdiction. By providing your information to us, you consent to the transfer of your personal data to these locations.

13. Third-Party Links

Our website may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site.