

# Privacy Policy

Omatka is a platform for sharing tourism-related content to promote destinations and help users find and plan their next holidays. The following privacy policy applies to the personal information that Omatka processes.

## What Information Do We Collect?

We collect three sorts of information: Information user provides, Automatically collected information, and information from other sources as explained below:

### Information User Provides:

- **Profile Information:** We collect information that users provide when they set up an account, including Full Name, shown name, date of birth, email address, nationality, country of residence, profile photo, and password.
- **User Content.** We collect the content you share in the Platform, including photos, videos, comments, and location as well as the associated metadata such as when, where, and by whom the content has been created. We collect such content at the time of upload.
- **Information When You Contact Us.** When you contact us, we collect the information you send us.

### Automatically Collected Information

- **Technical Information.** We collect service-related and diagnostic data including crash reports and performance logs.
- **Location.** We collect your location to customise your experience and also for diagnostics and troubleshooting. Also, the location of the posts you will be sharing are collected to be able to provide location-based information including hotels, restaurants, airport, taxi services, and attractions of the location.

- **Usage Information.** We collect information about the content you view, how long and how often you use our Services, how you engage with other users, your search history on the Platform, and your settings.
- **Inferred Information.** We infer your attributes (such as age) and interests based on the information we have about you.

## Information From Other Sources

- **Advertising, Measurement and Data Partners.** We may ask information from the mentioned providers such as email addresses and information about the actions you' ve taken on a website or an app for advertisement purposes.
- **Third Party Platform Information.** If you choose to sign in using Facebook or Google, the third party platform will share information with us such as your email address, user ID, and public profile.
- **Others.** Other users or individuals may provide us with information about you, including if you are featured or mentioned in another user' s content or direct messages, a complaint or feedback submitted by a third party.

## How We Use Your Information

We use your information for the following purposes:

- To enable you to share and view content or to interact with other users,
- Personalising and customising your experience on the Platform,
- Process purchases of ads and membership plans,
- Enforce our Terms, Guidelines, and policies,
- Provide and improve our advertising services, and measure their efficiency,
- Maintain and enhance the safety, security, and stability of our Services by identifying and addressing technical or security issues or problems (such as technical bugs, spam accounts, and detecting abuse, fraud, and illegal activity),

- Review, improve, and develop our Services by monitoring interactions and usage across your devices, analysing how people are using our Services,

## How We Share Your Information

### To Service Providers

We share the information you provide, automatically collected information, and information from others with our service providers engaged in cloud hosting, content delivery, customer and technical support, content moderation, marketing, analytics, and online payment.

### Others

Your profile information and user posts are visible to other users of the Platform, the public, search engines, and businesses.

**Legal obligations and rights:** We may access, preserve, and share your information with law enforcement agencies, public authorities, copyright holders, or other third parties if we have good faith belief that it is necessary to comply with law, protect the intellectual rights and properties, investigate on potential violations according to our guidelines, and investigate misleading and inaccurate content.

## How We Process Your Information

We may only use your information when we have a “legal basis” in the following cases:

## 1, Contractual Necessity

- **Provide you with our Services**
- **Enforce our Terms, Guidelines, or policies.**
- **Administer our Services** to communicate with you on service related matters and respond to your queries

## 2, Legitimate Interests

- **Suggest your account to other users**
- **Provide users with advertising** to keep the platform free of charge
- **Ensure the safety and well-being of our community**
- **To safeguard the community**
- **Ensure the security and stability of our Services**
- **To Review, improve and develop our Services**
- **To find and promote popular topics and trends on the Platform**
- **To provide additional features by third parties**
- **For Marketing communications**

## Compliance with a legal obligation

We may use your profile information and user content if it is necessary to comply with a legal obligation. This includes situations where we have obligations to take measures to ensure the safety of our users or comply with a valid legal request such as an order from law enforcement agencies or courts.

## Social Safety

We may use your information where it is necessary to prevent and detect crime, safeguard children, protect your or someone else's life, protect health or life, and promote public safety.

# Your Rights and Choices

## Your Consent

We ask for your consent to access or use your information for specific purposes. If we do, you' ll always be able to revoke your consent through the device permissions or in-app settings.

Whenever we use your information based on your consent, you can withdraw your consent at any time. However, your withdrawal of consent will not affect the lawfulness of processing your information based on your consent prior to your withdrawal of consent.

You also have the right to port information you have provided to us that we use based on your consent.

## Your Rights

**Access your information:** You can ask us, free of charge, to confirm what information we process about you.

**Delete your information:** You can delete or ask us to delete some or all of your information.

**Rectify your information:** You can change or ask us to change or correct your information where that information is not accurate.

**Port your information:** You have the right to receive your information in a structured, commonly used, and machine-readable format and to share it with a third party.

**Object to the processing of your information:** You have the right to object to the processing of your information in certain circumstances.

**Restrict the processing of your information:** You have the right to request the restriction of the processing of your information where you are challenging the accuracy of the information, where the information has been unlawfully processed, or where you need the information to be retained for the pursuit or defence of a legal claim, or where you have objected to processing and you are awaiting the outcome of that objection request.

## **Data Security and Retention**

Security of your information is important to us. We maintain appropriate technical, administrative, and physical security measures that are designed to protect your information from unauthorized access, theft, disclosure, modification, or loss. We regularly review our security measures to consider available new technology and methods.

We retain information for as long as necessary to provide our Services and for the other purposes set out in this Privacy Policy. We also retain information when necessary to comply with contractual and legal obligations, when we have a legitimate business interest to do so (such as improving and developing our Services, and enhancing the safety, security and stability of our Services), and for the exercise or defence of legal claims.

## **Privacy Policy Updates**

We may amend or update this Privacy Policy from time to time. We will notify you of any material changes to this policy by a notice provided through the Platform or by other means.