

Data Policy

This policy describes the information we collect and, how it is used and shared.

Ultimately, what we want is the best for all our users. If you have any questions or concerns regarding our Privacy Policy or practices, please contact us at hello@braineet.com.

We will be happy to address them directly.

What kind of information do we collect?

First of all, we collect personal data that you choose to voluntarily provide to us for your use of Braineet and data which help us to better understand how our users use our platform (**more on that later**).

Things you do and information you provide.

We collect the content and other information you provide when you sign up for an account, like, comment or post an idea. We also collect information about how you use Braineet, such as the type of content you view or engage with or the frequency and duration of your activities in order to provide the best experience possible.

If you include personal data in a comment or an idea, Braineet can't be held responsible for the privacy of the contents you disclose.

Things others do and information they provide.

We also collect content and information that other people provide when they use our services, including information about you, such as when they tag you in a comment or post, upload, sync or import your contact information.

If someone includes your personal data about you in a comment or an idea, Braineet can't be held responsible for the privacy of the content they disclosed. However, you can request a review of the content by reporting it to us.

Your networks and connections.

We collect information about the people or brand you choose to follow and how you interact with them, through likes, comments or posts. We also collect the contact information you provide if you upload, sync or import this information (such as an address book) from a device.

Device information.

We collect information from or about the computers, phones, or other devices where you install or access our services. We may associate the information we collect from your different devices, which helps us provide consistent services across your devices. Attributes such as the operating system, hardware version and setup, device settings, file and software names and types and device identifiers are collected.

Information about payments.

If you are a brand and use our Services with a paid plan, we collect information about the purchase or transaction. This includes your payment information, such as your credit or debit card number or other card information, and other account and authentication information, as well as billing and contact details.

How do we use this information?

We use all of the gathered information to provide and improve our services.

Device information.

We may use your personal information for the following purposes:

- Providing, processing, maintaining, improving and developing our services to you.
- Communicating with you about our services updates.
- Allowing you to post comments in our public forums such as Braineet Community.
- Analyzing and developing statistical information on use of our products and services to better improve our products and services.
- Storing and maintaining information about you for our business operations or legal obligations.

We use cookies and similar technologies to provide and support our Services and each of the uses outlined and described in this section of our policy. Read our Cookie Policy to learn more.

Technologies such as cookies, tags, and scripts

These technologies are used to analyze trends, to administrate the site, to track users' movements around the website and to gather information about our user base as a whole.

Log Files

As true of most websites, we gather certain information and store it in log files. This information may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data. We do not link this automatically collected data to other information we gather about you.

Mobile Analytics

Within our mobile applications we use mobile analytics software to allow us to better understand you and how you use our services. This software may record information such as how often you use the application, the events that occur within the application, aggregated usage, performance data, and where crashes occur within the application. We do not link the information we store within the analytics software to any personal information you submit within the mobile application.

How is your information shared?

Sharing With Third-Party Brands.

Our aim is to help you better communicate with companies, and for them to better adapt to your needs as consumers. Therefore we may share your information with them, which makes it possible for us to operate our company and provide free services to our users.

Analytic Services

We do not share information that personally identifies you (personally identifiable information is information such as name or email address that can by itself be used to contact you or identifies who you are) with third party partners unless you give us permission.

Why do we need your data?

The short answer is to deliver our service. If you make a request, we use your account data to carry out that request.

We also use it to improve our services. We do statistical analysis on information we collect (including usage data, device data, referral data, comments and ideas data, and information from page tags) to analyze user behavior and trends, understand how people use our services, and to monitor, troubleshoot, and improve our services. We might, for example, use it to decide which new feature to build next and/or to prevent abusive activity (i.e. fraud, spam, phishing).

How can I manage or delete information about me?

You can manage the content and information you share when you use our Services on the **Settings page**. You can also download information associated with your Braineet account by contacting us by email via **hello@braineet.com**.

We store data for as long as it is necessary to provide products and services to you and others. Information associated with your account will be kept until your account is deleted, unless we no longer need the data to provide products and services.

You can delete your account at any time. When you delete your account, we delete all information about you, contents and actions such as your likes, comments and ideas. However if your idea is at the center of an article or challenge, the content you've decided to share at some point will be kept. We will delete all information that can link you to that particular content. Keep in mind that information shared by others about you is not part of your account and will not be deleted when you delete your account.

Retention policy

Personal information will be held for as long as it is necessary to fulfill the purpose for which it was collected, or as required or permitted by applicable laws.

We shall cease to retain personal information, or remove the means by which the personal information can be associated with particular individuals, as soon as it is reasonable to assume that the purpose for which that personal information was collected is no longer being served by retention of the personal information.

If further processing is for archiving purposes in the public interest, scientific or historical research purposes or statistical purposes according to the applicable laws, the data can be further retained by Braineet even if the further processing is incompatible with original purposes.

Single Sign-On (SSO)

You may be able to log into our website using sign-on services such as Facebook Connect, Google Connect or an Open ID provider.

These services will authenticate your identity, provide you the option to share certain personal information (such as your name and email address) with us, and to pre-populate our sign up form.

Information not requiring consent

We may gather or share anonymized information and statistics in aggregated form with third parties for business purposes, (i.e. with brands, we may share information about the general use of our services).

For the avoidance of doubt, Braineet may disclose your personal information without your consent if it is and only to the extent it is allowed explicitly under local data protection laws.