Allergy Mapper Privacy Policy

Scope of This Notice

This privacy notice (hereinafter "Privacy Notice") explains how Kanemorr Group Limited ("Kanemorr" or "We") collects, uses, discloses or otherwise processes your personal data when you use our Allergy Mapper platform ("Platform"), and when we provide many of our services to you. We also explain your data protection rights as well as how to contact us if you have any queries or questions relating to this Privacy Notice.

Kanemorr collects your personal data when you interact with us. We respect your privacy, and for this reason we work hard to gain and maintain your trust and to be transparent about how we use your information. This Privacy Notice explains how we collect, use, and share your personal data and your related rights.

This Privacy Notice applies to the personal data that we collect when you visit the Platform and when you sign up to any newsletters, download content, register for events or webinars ("Websites"); take part in any competitions; purchase Services and; engage with the mobile application ("App"); receive and interact with any communications we send to you; or otherwise engage or communicate with us related to any of these services, or any other Kanemorr products or Services that link to this Privacy Notice (collectively referred to as the "Services").

Personal Data We Collect and Sources of Information

We may provide these Services to you directly, such as when you sign up for our Platform or App therefore, we collect certain information about you as a result, including but not limited to your user contact information, allergen preferences you select, and any allergen profiles you create which is sored against your account, that enable you to access and use our Services.

When you interact with our Platform, we collect personal data about you from the following different sources:

- Directly from you. We collect personal data such as your name and contact information (your email) directly from you when you voluntarily choose to provide us with this information.
- Indirectly. We collect personal data about you indirectly, including through automated means. Data we collect indirectly is captured through your use of the Services, and some information is collected using cookies and other tracking technologies, as explained further in the "Cookies and Similar Tracking Technology" section of this Privacy Notice.
- Third parties. We may also collect information about you from third-party sources such as service providers that provide marketing, analytics, data (including advertising networks data). Some of this collection may occur even before your initial interaction with us, such as in the U.S., where we may purchase information from a third-party data broker to assist with our marketing efforts.

The table below describes the personal data we collect from and about you depending on the Service, some of which we combine in our systems:

Personal Data Description	Information Source
Identifiers. Includes your name or alias, account credentials such as username and password, online identifiers through our Platform, Websites and Apps (e.g., cookies and similar tracking technology), and other similar identifiers.	• Directly from you • Third parties
Contact details. Includes your email address used for contact or service support purposes and billing.	• Directly from you and third parties (payment processor, and possible credit check)
Service usage information. Such as information on interactions with our Services including account log ins (including date and time), allergen preferences, allergen information, allergen profiles, allergen disclaimer and actions taken within your account.	• Indirectly

Online usage information. Such as Internet and other network activity information that we capture as an internet service provider (ISP), including, to the extent allowed by local laws, the domains associated with the websites you visit, the date and time of visits, and related network metadata, search history, malicious traffic your device may encounter (including when visiting websites), and crash reports.	• Indirectly
Device information. Such as IP address, device type, unique device identification numbers such as your device MAC Address, modem and router information, operating platform and system, and browser-type, browser plug-in types and versions.	• Indirectly
Geolocation and language information using IP address, WiFi access points and GPS**.** Where we can identify your general geographic location, e.g., country or city-level location, time zone settings, language settings etc, that associates your location to your use of the Services.	• Indirectly
Marketing and Communications Preferences. This includes preferences in receiving marketing from us and your communication preferences.	• Indirectly

How We Use Your Personal Data and Our Legal Bases

We use the personal data that we collect from and about you only for the purposes described in this Privacy Notice or for purposes that we explain to you at the time we collect your information.

Laws require that we disclose our legal basis for processing your personal data, which includes the following bases depending on which service you use:

Contract.
We require certain personal data to provide and support the Services you purchase or request.

Consent.
In certain circumstances, we may ask for your consent before we will collect, use, or disclose your personal data, in which case you can voluntarily choose to give or deny your consent.

Legitimate Interests.
We may use or disclose your personal data for the legitimate business interests.

Legal Obligation.
There may be instances where we must process and retain your information to comply with applicable laws.

Vital Interests.
There may be circumstances where we will process your information to protect your vital interests or those of another person

If we rely on legitimate interests to collect and use your personal data, these interests will normally be to operate and provide our Services, communicate with you and respond to your questions, improve our Services or use the insights to improve the Services, market or promote either our Services or to detect or prevent illegal activities.

We may disclose your personal data to the following categories of recipients to the extent permitted by applicable law:

- Third-party ad platforms or networks**.** We may share personal data with advertising platforms or networks or permit these partners to collect information from you directly on the Websites to facilitate advertising for the Services. For more information, including how to opt out of targeted online advertising, please visit the "*Cookies and Similar Tracking Technologies*" section of this Privacy Notice.

- Law enforcement, governmental, judicial and related entities. We may share your information to protect the security of our Services, network, and IT systems and applications, and business and in connection with an investigation of fraud, intellectual property infringements, interference with our rights, property or users, or other activity that is illegal or may expose you or us to legal liability, including as required or requested by outside auditors or advisors, law enforcement or other government officials. We also may share your information with third parties when we have reason to believe that a disclosure is necessary to address potential or actual injury or interference with our rights, property, operations, users, or others who may be harmed or may suffer loss or damage. We may share your information when we believe that it is necessary to protect our rights, investigate, or enforce our policies, terms, or other legal document or contract, or to comply with a judicial proceeding, court order, or legal process served on Kanemorr. Categories of personal data shared: identifiers is geolocation data. We may share your data with public authorities, such as tax authorities, to comply with our legal obligations.

How We Secure Your Personal Data

We take our responsibility to protect your information seriously and use appropriate technical, physical, and organizational measures to safeguard the information that we process through our Websites and Services. The measures we use are designed to provide a level of security appropriate to the risk of processing your personal data. No security system is 100% secure, however, and we cannot guarantee our security measures will not be compromised.

Cookies and Tracking Technology

Cookies are small data files that are placed on your computer or mobile device when you visit a website or online platform. We use cookies and similar tracking technology (collectively, "Cookies") to operate and enhance our Websites and certain Services and understand how you navigate our Websites and Services, to maintain user preferences or settings, combat fraud, help to ensure compliance with our policies. Where required by applicable law, we ask you to provide your consent to or give you choices on the use of these tracking technologies. For more information about the types of Cookies we use, why, and how you can control Cookies, please see our Cookie Policy available under the "About us" section on our Allergy Mapper Website.

How Long We Keep Your Information

We retain the personal data we collect from you where we have an ongoing legitimate purpose to do so described in the "How We Use Your Personal Data and Our Legal Bases" section above.

Your Choices and Data Protection Rights

Depending on your location, privacy laws that apply to Kanemorr and our Services give you certain rights over the personal data we process about you. These rights are in addition to your right to know or be informed about how we process your data, which we honour through our descriptions in this Privacy Notice.

Your data protection rights may include:

- You can access, correct, update or request deletion of your personal data. You also can object to processing of your personal data, ask us to restrict processing of your personal data or request portability of your personal data. You can exercise these rights at any time by submitting a request through our online Privacy Rights Request Form. You also have the right to avoid discrimination by us in response to exercising your rights.

- You have the right to opt-out of marketing communications we send you at any time. You can exercise this right by clicking on the "unsubscribe" or "opt-out" link in the marketing e-mails you receive from us. Please contact us using the contact details provided under the "How to contact us" section below.

- If we have collected and process your personal data with your consent, then you can withdraw your consent at any time. Withdrawing your consent will not affect the lawfulness of our processing activity

prior to your withdrawal, nor will it affect our processing of your personal data conducted in reliance on lawful processing grounds other than consent.

Personal Data About Children

The Kanemorr Websites and Services are not directed to children under 13 years old (or older, if applicable law provides for different protections), and we do not knowingly collect personal data from children. If you become aware that a child has registered and we have inadvertently collected personal data from a child, please notify us as soon as possible by contacting us using the contact details provided under the "How to Contact Us" section below.

How to Contact Us

If you have any questions or concerns about our use of your personal data, please contact us using the following details:

Kanemorr Group Limited
Email: hello@allergymapper.com