

3P's Publishing Limited – Privacy Notice

Last updated: 23 May 2018

This privacy notice covers all of 3P's Publishing Limited's business activities. You may not recognise the name 3P's Publishing Limited but we are the legal entity that owns lead management tool Capture and operates it under the name AppLaunch. This Privacy Policy will come into effect on May 25 2018 and details how we collect, handle and process your information.

Information We Collect

We collect the information listed below in order to effectively operate our services both online through websites and on mobile through mobile applications.

Information You Give Us

We may process your personal data ("**personal data**"). The personal data may include your name, email address and phone number. This data is provided by you when you create an account with one of our services, contact us regarding product support or make a general enquiry with us. The personal data may be processed for the purposes of operating our mobile apps or websites, providing our services, ensuring the security of our mobile apps websites and services, maintaining back-ups of our databases and communicating with you. The legal basis for this processing is consent.

Third Party Services

Google Analytics

We use Google Analytics across all our websites to track basic log information and details on how visitors and users interact with our websites and web apps. We do this so we can find out things such as the number of visitors to various parts of our website. This information is anonymous and is processed in a way which does not identify anyone. We do not share user identities with Google nor do we allow them to attempt to identify visitors or users.

Fabric

We use Fabric (a Google owned product) to gather usage information from our mobile apps. The information we collect through Fabric enables us to know how many people are using our apps on a daily, weekly or monthly basis as well as track what parts of our app are used the most. Fabric reports when our apps crash which

allows us to better find and fix bugs within our software which in turn enables us to deliver the best possible service. Fabric also reports when specific events within our apps take place during a users session, this data helps us make better more informed product decisions such as the addition or removal of features. All the information that is collected and processed by Fabric is anonymous and does not identify any of our users.

Flurry

We use Flurry (a Yahoo owned product) to gather usage information from our mobile apps. The information we collect through Flurry enables us to know how many people are using our apps on a daily, weekly or monthly basis as well as track what parts of our app are used the most. Flurry also reports when specific events within our apps take place during a users session, this data helps us make the better more informed product decisions such as the addition or removal of features. All the information that is collected and processed by Flurry is anonymous and does not identify any of our users.

MailChimp

When you create a user account within one of our services you will be given the opportunity to opt-in to receiving email marketing such as a newsletter or updates on promotions. We use MailChimp, a third party provider, to deliver our email marketing. We gather statistics around email opening and clicks using industry standard technologies to help us monitor and improve our email marketing. For more information, please see MailChimp's privacy notice. You can unsubscribe to general mailings at any time of the day or night by clicking the unsubscribe link at the bottom of any of our emails or by emailing our data protection officer on privacy@appalunch.co.uk.

Where We Store Your Information

Information you give to us directly in order for us to operate our services are stored in databases that are hosted by our hosting provider Fasthosts Internet Limited.

How We Share Information

Your information will only be disclosed to third parties in the following events:

- In reorganization or sale of our company or assets, your data may be transferred, subject to the acquirer and its affiliates accepting the commitments made in this Policy and compliance with applicable law;
- For use within our email marketing tool, Mailchimp, if you opt-in to receive email marketing from us. We only share your name and email address with

this service provider and never any other personal information. When you opt-out of email marketing your data is permanently removed from this service. You can view MailChimp's [privacy policy here](#).

Managing Your Data

You can easily update the information we hold on you directly through our products or by emailing our Data Controller privacy@applaunch.co.uk. You have the right to request a copy of all the information we hold on you at any time, simply email privacy@applaunch.co.uk with your request. We also include the option to download all the data we hold on you directly from within some of our products.

When you create an account in order to trial one of our products or services but decide not to sign for a paid account after your trial period we will hold your data for up to 90 days. Within 90 days of your trial ending, and provided you don't sign up for a paid plan, the data you provided to us will be deleted from our system.

Cookies

- We use cookies to improve your experience on our websites and for functionality purposes, for example, if you choose to buy any of our products and services, you must consent to us placing a cookie on your computer;
- We also use cookies to understand your usage of our website;
- We also use cookies for remarketing purposes, for example, once you have been on the Capture website and then you visit another website which has Google adverts, you will see a Capture advert to remind you of our products and services.

Right To Be Forgotten

You have the right to object to our use of your personal data, or ask us to delete, remove or stop using it if there is no need for us to keep it. This is known as your right to be forgotten. There are legal and accountancy reasons why we will need to keep your data, but please do inform us if you think we are retaining or using your personal data incorrectly.

Contact us

Please e-mail any questions or comments you have about privacy to us at privacy@applaunch.co.uk. You can also write to us at the following address:

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