Privacy Policy for MAC App

Effective Date: 1st December 2024

Entity: The MAC App is developed and released on behalf of the Attend Study (https://attendstudy.org/) by Digital Marmalade.

Introduction

This Privacy Policy describes how the MAC App ("App") collects, uses, and shares your information. We are committed to protecting your privacy and ensuring the secure handling of your data. By using this App, you agree to the practices described in this policy.

Information We Collect

The App collects the following types of information:

1. Information You Provide

We collect information you provide directly to us by:
- Filling in forms within the App.
- Corresponding with us via email, phone, or other methods.

2. Information Collected Automatically

When you use the App, we automatically collect:
- **Technical Information**:
- Login details
- Time zone settings
- Device information (such as operating system and platform)
- **Usage Information**:
- Pages accessed
- Interaction details (e.g., scrolling, taps)
- Audio file details (e.g., which files were listened to and for how long)
- Logged activities to enable cross-device usage.

How We Use Your Information

The information collected is used for:
- Enhancing and personalizing your experience within the App.
- Understanding how users interact with the App to improve its functionality.
- Enabling cross-device usage and seamless synchronization.

Data Sharing and Disclosure

We do not sell or share your personal data with third parties for marketing purposes. However, we may share your data:

     •   With authorized third-party service providers, such as Amazon Web Services (AWS), for secure data storage and processing.

     •   When required to comply with legal obligations or to protect our rights and interests.

Data Retention and Deletion Policy

     •   **Retention**: We retain your personal data only as long as necessary to fulfill the purposes outlined in this Privacy Policy or as required by law.

     •   **Deletion**: Upon request, we will delete your data in accordance with applicable laws. Contact us using the information below to request data deletion.

Data Security

Your data is stored securely on Amazon Web Services (AWS) servers located in the United Kingdom. We implement industry-standard practices to protect your information from unauthorized access, alteration, disclosure, or destruction.

Privacy Point of Contact

Questions, comments, and requests regarding this Privacy Policy are welcome and should be addressed to:

Contact Information:
Attend Study
Email: attend@medschl.cam.ac.uk

Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and we encourage you to review it periodically.

Accessing This Privacy Policy

This Privacy Policy is accessible:

     •   On the Google Play Store listing for the App.

     •   Within the App itself, under the "Privacy Policy" section.

     •   Via this publicly accessible URL: attendstudy.org/privacy-policy-mac-app/