

# Privacy policy

We are committed to safeguarding the privacy of our users; this policy sets out how we will treat your personal information on Hyphenapp.com website, services and software (referred to as the "Service") made available by Hyphen Group Pte. Ltd.

Our website uses cookies. By using our website and agreeing to this policy, you consent to our use of cookies in accordance with the terms of this policy.

## 1. What information do we collect?

We may collect, store and use the following kinds of personal information:

- (a) information about your computer and about your visits to and use of this website (including your IP address, geographical location, browser type and version, operating system, referral source, length of visit, page views, website navigation ;
- (b) information relating to any transactions carried out between you and us on or in relation to this website, including information relating to any purchases you make of our goods or services;
- (c) information that you provide to us for the purpose of registering with us;
- (d) information that you provide to us for the purpose of subscribing to services, email notifications;
- (e) any other information that you choose to send to us;

## 2. Cookies

A cookie is a file containing an identifier (a string of letters and numbers) that is sent by a web server to a web browser and is stored by the browser. The identifier is then sent back to the server each time the browser requests a page from the server. This enables the web server to identify and track the web browser.

We may use both "session" cookies and "persistent" cookies on the website. Session cookies will be deleted from your computer when you close your browser. Persistent cookies will remain stored on your computer until deleted, or until they reach a specified expiry date.

We will use the session cookies to: keep track of you whilst you navigate the website; prevent fraud and increase website security;. We will use the persistent cookies to: enable our website to recognise you when you visit; keep track of your preferences in relation to your use of our website;.

We use Google Analytics to analyse the use of this website and Flurry analytics for the use of the mobile application. Google Analytics generates statistical and other information about website use by means of cookies, which are stored on users' computers. The information generated relating to our website is used to create reports about the use of the website. Google will store this information. Google's privacy policy is available at: <http://www.google.com/privacypolicy.html>.

Our advertisers / payment services providers may also send you cookies.

Most browsers allow you to reject all cookies, whilst some browsers allow you to reject just third party cookies. Blocking all cookies will, however, have a negative impact upon the usability of website.

### **3. Using your personal information**

Personal information submitted to us via Hyphen will be used for the purposes specified in this privacy policy or in relevant parts of the Service.

We may use your personal information to:

- (a) administer the Service;
- (b) improve your browsing experience by personalizing the Service;
- (c) enable your use of the Service;
- (d) supply to you purchased services;
- (e) send statements and invoices to you, and collect payments from you;
- (f) send you email notifications which you have specifically requested;
- (g) provide third parties with statistical information about our users – but this information will not be used to identify any individual user;
- (h) deal with enquiries and complaints made by or about you relating to the Service;
- (i) keep the Service secure and prevent fraud;
- (j) verify compliance with the terms and conditions governing the use of the Service.

We will not, without your express consent, provide your personal information to any third parties for the purpose of direct marketing.

#### **4. Disclosures**

We may disclose your personal information to insofar as reasonably necessary for the purposes set out in this privacy policy.

In addition, we may disclose your personal information:

- (a) to the extent that we are required to do so by law;
- (b) in connection with any ongoing or prospective legal proceedings;
- (c) in order to establish, exercise or defend our legal rights (including providing information to others for the purposes of fraud prevention and reducing credit risk);

Except as provided in this privacy policy, we will not provide your information to third parties.

#### **5. Security of your personal information**

We will take reasonable technical and organisational precautions to prevent the loss, misuse or alteration of your personal information.

We will store all the personal information you provide on our secure servers.

All electronic transactions entered into via the website will be protected by encryption technology.

You acknowledge that the transmission of information over the internet is inherently insecure, and we cannot guarantee the security of data sent over the internet.

You are responsible for keeping your password and other login details confidential. We will not ask you for your password (except when you log in to the website).

#### **6. Policy amendments**

We may update this privacy policy from time to time by posting a new version on our website. You should check this page occasionally to ensure you are happy with any changes.

#### **7. Third party websites**

The website contains links to other websites. We are not responsible for the privacy policies or practices of third party websites.

## **8. Updating information**

Please let us know if the personal information that we hold about you needs to be corrected or updated.

## **9. Contact**

If you have any questions about this privacy policy or our treatment of your personal information, please write to us by email to [hello@hyphenapp.com](mailto:hello@hyphenapp.com)