



Backloop srl know that you take the privacy of your information and how it is used and shared very seriously. We will only use your personal information in accordance with the current data protection laws in your country and this privacy policy.

This policy applies to Backloop sponsored guests access app, Our use of emails, and any other methods We use for collecting information. It covers what We collect and why, what We do with the information, what We won't do with the information, and what rights you have.

This privacy policy only applies to personal information We hold about individuals. It does not apply to information We hold about companies and other organisations.

Who are we ?

Backloop srl, via Satiro 11 Verona 37121 Italy. P.IVA 04826180236 PEC: backloopsrl@pec.it MAIL: info@backloop.biz

Information We Collect

We will only ever collect the information We need, including data that will be useful to help Us improve Our services.

We may automatically collect and process the following data about you:

1. Log-in information you provide when you use guest WiFi services offered by us like Name, Mail, Company, IP address and MAC address
2. Any correspondence between you and Us
3. Any data collected by Us when your device is used to access the service including (without limitation) internet protocol addresses, internet service providers, browser types, language, viewed and exit pages, and date and timestamps (Log Info).
5. Details of your visits to Our site, including but not limited to, IP addresses (the location of the computer on the internet), pages accessed, and files downloaded. This helps Us determine how many people use Our sites, how many people visit on a regular basis, and how popular Our pages are. This is statistical data about Our users' browsing actions and patterns, and does not identify any individual. It simply allows Us to monitor and improve the service.

Our site may use cookies to distinguish you from other users of Our site. This helps Us provide you with a good experience when you browse our site and allows Us to improve Our site. For detailed information on the cookies We use and the purpose for which We use them, please see Our cookie policy.

Information You Provide to Us

- **Account Information.** When you log in to our app we may require certain information such as your full name, organization, phone number, email address(s) and password.
- **General Communication.** If you contact us (for example via email or phone) we will collect information such as your name, phone number, email address, as well as any other content that you provide. We also may create event logs to diagnose product or app related issues, and capture information relating to any support or service issues. To improve customer service, subject to applicable laws, we may also record and review conversations with

customer support representatives and analyze any feedback provided through voluntary customer surveys.

When We process your personal data for Our legitimate business interests, We always ensure that We consider and balance any potential impact on you and your rights under data protection laws.

If you have any concerns about the processing described above, you have the right to object to this processing. For more information about your rights, please review the “Your Rights” section below.

Choice / Opt-In and Opt-Out

Whenever the processing of your personal data requires your explicit consent then you will be given the opportunity to opt-in or opt-out to having your contact details used, as set out above, at the time your details are submitted.

For example, when you request product information, you can tell Us when you provide your details if you do not want to receive any other information from Us or Our partners, or you can let Us know how best to get in touch with you with information that may be of interest.

If you do not wish Us to use your data as set out above, please leave the relevant boxes, situated on the form which We used to collect your data, blank/unticked.

Please be aware that if you opt out of marketing communications received from one of our partners, and your information is also held by other partners, you may continue to receive information from these other partners until you inform them that you wish to opt out of marketing communications as well.

Sharing Your Information

Just like most other organisations, We work with third-party service providers which may provide important functions to Us. We need to disclose user data to them from time to time, for any of the purposes set out above, so that the services can be performed.

We have listed below the parties to whom We may disclose your personal data for the purposes set out in this policy:

- Our employees.
- Hosting infrastructure providers to host our servers and data, and to provide other services to Us.

Data Security

Our standard policy is to store your personal Information on Dedicated hosted services located in Italy

We have security protocols and policies in place to manage and record your data privacy and preferences correctly, and that your data is stored securely to protect against its loss, misuse, and alteration. Documentation can be supplied on request from Our Data Protection Officer using any of the contact methods listed below in the “Your Rights” section.

Unfortunately, the transmission of data across the internet is not completely secure. While We do Our best to try to protect the security of your information, We cannot ensure or guarantee that loss, misuse, or alteration of data will not occur while data is being transferred.

We will keep your information only for as long as We need it to provide you with the services or information you have required, to administer your relationship with Us, to comply with the law, or to ensure We do not communicate with people that have asked Us not to. When We no longer need

information, we will always dispose of it securely by using specialist companies if necessary to do this work for Us.

Your Rights

Under the data protection legislation, you have the right to request copies of your data, request rectification of your data, request erasure of your data, object to Us processing your data, utilize the right to prevent your data being used for direct marketing, request Us to restrict the processing of your data and, where Our systems allow, utilize the right to access a copy of the information We hold about you (a subject access request) and utilize the right to lodge a complaint with the relevant data protection authority.

We will require proof of your identity before we are able to provide you with any personal information that we have about you.

The following information provides additional details about some of these rights and how to exercise them:

- **Right to Make a Subject Access Request (“SAR”)**

You have the right to view and request copies of your personal data that We have about you. You are able to view or delete this information through Our portal. You may also request this information by contacting Us via one of the methods described below.

- **Right to Rectification**

You can request that we rectify inaccuracies and missing information in personal data we have about you.

- **Right to Object to Processing**

You may have the right to object to Us processing your personal data and request that We stop processing it. You may do this by emailing Our Data Protection Officer (see below for details).

- **Right to be Removed**

You have the right to have your personal data removed where the data is no longer necessary for the purpose(s) for which it was originally collected/processed unless We have legitimate grounds or a legal right(s)/obligation(s) to store your personal data.

If you wish to exercise any of these rights, please contact the Data Protection Officer in writing at Backloop srl, via Satiro 11 Verona 37121 Italy.