

# AppMagic: Privacy Policy

Effective since: April 22, 2022

## Definitions

- **“Account Information”** – User’s login and username on User’s Google, Facebook or another platform that User chooses for authentication at AppMagic, as well as User’s avatar and username displayed on the platform, user’s e-mail
- **“Chat History”** – messages exchanged between User and AppMagic via chat-box on the Website, or messages exchanged via e-mail or messengers between User and AppMagic in the course of negotiations and provision of Services, which may contain personal data
- **“Cookie/Cookies”** – a small piece of data stored on User’s device for the purpose of proper functioning of Website and Services, as well as for improvement of User’s experience. We only process necessary cookies and cookies which improve User’s experience, like technical cookies, session cookies and security cookies
- **“Device Information”** – information on the device that you use to connect to our Services, such as device name, operating system, browser type, IP address, language and time of server request that’s automatically provided by browsers and gets automatically logged by https servers (including ours)
- **“Financial Information”** – information on transactions made by User in favor of AppMagic for the provision of fee-based Services, or in the course of return of funds in accordance with Terms of Service, including transaction ID, transaction history and bank credentials
- **“Personal Data”** – User’s directly identifiable personal data such as name, e-mail, company he or she relates to and position in it
- **“Publisher Data”** – If you are granting AppMagic access to your Developer Account(s) in the Apple App Store and/or Google Play Store in accordance with our [Terms of Service](#), we receive access to your mobile applications’ analytical information such as app’s revenue and number of downloads, and other data that may become accessible to us in result of you following the data sharing procedure instruction [described there](#).
- **“Publisher Information”** – publisher’s business email, business phone number, name, company position (job title) based on ZenLeads Inc. (Appollo.io) database
- **“Tracking Data”** – data on User’s activity on Website, like traffic data, transition map, points of interest, URL addresses, date, time and length of Website visit and Services’ use
- **“User ID”** – unique identifier automatically assigned to User when logging in to User’s account on Website
- **“Website”** – AppMagic’s webpage available at <https://appmagic.rocks>

This Privacy Policy (“Policy”) regulates how and why we collect, store and process User’s personal data and Publisher Data, and what you can do to access, modify or remove Personal Data at AppMagic.

This Privacy Policy covers aspects associated with the use of the Website and related services provided by AppMagic, Inc. (hereinafter, AppMagic, we, us, our, etc.) to Website Users (hereinafter, Users), referred to hereinafter as Services for the purposes of this Privacy Policy.

This Policy does not cover websites, applications and/or services where this Policy is not published and/or is not made available to view and/or download online, or where no reference or links to this Policy are indicated, or where alternative privacy policy statements or references and/or links thereto are published and/or made available to view and/or download.

By using our Services and/or Website, submitting the Order Form and/or registering on the Website, you explicitly and unambiguously confirm that you have read and consented to the Policy.

## 1. What Data Do We Collect?

### 1.1. Data That You Provide to Us Explicitly

- Account Information
- Personal Data
- Publisher Data

- Chat History
- Financial Information

## 1.2. Data That We Collect Automatically:

We can receive some information that may be treated as personal data in an automated manner via the Website. Such data may include the following:

- Device Information
- Tracking Data
- User ID
- Cookies (for more details please see Clause 1.2.1)

We need this information to ensure that you can make the best use of our Services' functional features. Aforementioned data are not attributed to specific individuals, nor are they aggregated with other sources of data. We only process this data to provide you with a user-friendly experience when using our Services. You can limit the collection of certain data by changing your standard privacy settings in your Internet browser or amending your mobile device settings.

### 1.2.1. Cookies

We use Cookies to provide and personalize our Services, as well as to analyze their use.

Most of the Cookies that we use get automatically removed as you leave the Website. Other cookie files will be stored on your device until you remove them manually. Such Cookies enable us to recognize your browser upon your subsequent visits to our Website.

We use Cookies in order to:

- allow Users to use the Service on one device and pick up seamlessly where they left off on another device
- allow personalization of User experience at AppMagic

You can block our access to Cookies in your web browser, but it may cause some of Services' functionality malfunctioning or not working properly.

## 1.3. Data that we receive from our partners:

- Data associated with your accounts at Google, Facebook or other platform that you used to log in to AppMagic (it's just your name, avatar and your email)
- Publisher Information that we receive from ZenLeads Inc. (340 S LEMON AVE #4750 WALNUT, CA 91789) based on our agreement. For more information we refer you to ZenLeads Inc.'s [Privacy Policy](#).

If you believe that Publisher Information is processed in violation of your rights, please, contact us and AppMagic will erase such data. Additionally, we recommend contacting ZenLeads Inc. and take advantage of their [removal option](#).

## 1.4. Publisher Data

AppMagic will never disclose, distribute, transfer to third parties your Publisher Data.

Such data is only used for the following purposes:

- Improve math model of AppMagic that is used to calculate estimated figures for revenue, downloads, and retention for mobile apps. [Here's how we use](#) your Publisher Data to work out revenue and downloads estimates. No third parties will ever see the exact numbers and values we get from your publisher accounts, they all get to a huge "melting pot" with data of other publishers to help us work out estimates for revenue, downloads, and other metrics for any mobile app.
- Display your Publisher Data for yourself at AppMagic to help you analyze your own apps' metrics, in case you opt in for it.

Aims of using Publisher Data does not allow access of third parties to it. The data gets mixed with the data of other publishers, the data we get from all other sources, including public financial reports, and our other

studies, and then the whole aggregated dataset gets to the input of our math model. After that, there's no way to restore the original data back from the math model, and there's no way for anyone to identify any company or person who shared the data with us.

## **2. Why Do We Collect Your Data?**

### **2.1. To Provide You with Services**

In order to comply with the terms of our Terms of Service (as available to view and/or download online at <https://appmagic.rocks/legal/TermsOfService.pdf>) or any other agreements between you and AppMagic, we process data required for the following:

- Creating user accounts
- Providing you with access to our Services, providing with fee estimate for the Services upon your request, negotiating the terms, providing discounts for our fee-based Services, filling in and executing Order Form
- Provision of running and functioning of the Services
- Provision of other services at your request  
Communication with you by means of messages in our built-in user support system, messengers and email, provision of customer support to Users upon request.

### **2.2. To Personalize The Services We Provide**

In order to perfect and upgrade the Services we provide, we are legally entitled to collect and process Personal Data that are required for the following:

- Updating your user account
- Developing and upgrading our Services
- Managing our relations with you
- Analyzing and segmenting collected data
- Providing responses to your requests
- Keeping information about our customers in the CRM

### **2.3. To Provide You with Our Services Conscientiously And Safely**

In order to ensure conscientious and safe provision of our Services and their features, we are legally entitled to process Personal Data that are required for the following:

- Analyzing and monitoring your use of our Services
- Investigation in the event of discovering any unlawful use of our Services
- Taking measures in relation to users whose actions or conduct violate applicable law

PLEASE BE AWARE THAT APPMAGIC USES AN AUTOMATED SYSTEM TO DENY ACCESS TO TECHNOLOGIES WHICH SCRAPE INFORMATION AVAILABLE ON THE WEBSITE. WE ALSO AUTOMATICALLY MONITOR THE USE OF THE ACCOUNT TO AVOID FRAUD AND INTELLECTUAL PROPERTY RIGHTS VIOLATION. IF VIOLATION IS IDENTIFIED, SYSTEM AUTOMATICALLY BANS THE SOURCE. BY ACCEPTING THE POLICY, YOU ALSO AGREE WITH OUR USE OF AUTOMATIC DECISION-MAKING SYSTEM. Note, that you have a right to request a review of an automatic decision. For that purpose, please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks).

### **2.4. With Your Permission...**

...we can process your personal data or Publisher Data for other purposes in case you grant us your official permission to undertake such processing.

## **3. Legal Grounds for Processing Your Data**

We can process your personal information in the following cases:

- In order to comply with the terms of the [Terms of Service](#) or any other agreements between you and AppMagic
- In case you've granted us expressed permission to process your data

- Based on our legal interest
- In compliance with legal regulations

If personal data is necessary for us to provide you with services under the [Terms of Service](#) for the use of the AppMagic Service or other agreements, or to engage in the use of our Services' functional features, we cannot enter or execute such agreements, or you cannot make use of our Services' functional features in full if you refuse to grant us access to your personal data. In this case, any agreements, including the [Terms of Service](#) for the Use of AppMagic service, shall be terminated on the grounds of unenforceability.

#### **4. Who May Have Access to Your Data?**

Apart from AppMagic, other parties and persons may gain access to your data in certain cases:

##### **4.1. Infrastructure partners:**

In order to provide our own Services, AppMagic has implemented a third-party solution for user support [Dashly](#), a chat window where AppMagic users may ask for help. This solution requires your name and email to work properly, so You have an option to share Your name and email, which would constitute data collection. Dashly is operated by **Carrot Inc.**, 1600 Seaport Blvd Suite 150 Redwood City, CA 94063 United States. You can find Carrot Inc. Privacy Policy [here](#), and contact Carrot Inc. via email [policy@dashly.io](mailto:policy@dashly.io).

AppMagic guarantees that the data processing agreement concluded with Carrot Inc. for the use of Dashly solution on the Website offers the same level of data protection, as dictated by the Policy. Moreover, User's email and name are only processed for the purpose of user support.

We also store Personal Data using **OVH Group SAS** servers, located in France – a jurisdiction offering adequate data protection regulation according to the European Commission. You can find OVH Group SAS Privacy Policy [here](#) and contact OVH Group SAS DPO [here](#).

AppMagic guarantees that the data processing agreement concluded with OVH Group SAS for the use of servers contains standard contractual clauses in compliance with GDPR (EU) and offers the same level of data protection, as dictated by the Policy. Moreover, the said servers are used strictly for the purpose of data storage.

To be able to store and manage some Personal Data like Chat History, to provide user support, AppMagic uses CRM system "Close" provided by **Elastic Inc.**, Jackson, WY 83001, USA. You can find Elastic Inc. Privacy Policy [here](#), and contact Elastic Inc. DPO via [dpo@close.com](mailto:dpo@close.com).

AppMagic guarantees that the data processing agreement concluded with Elastic Inc. for the use of the CRM system offers the same level of data protection, as dictated by the Policy. Moreover, the said system is used strictly for the purpose of provision of user support.

No other third party may get access to your personal data or Publisher Data, with the exclusion of state authorities.

##### **4.2. Access For State Authorities and With The Purposes Of Protecting Our Interest:**

As a measure to tackle illegal operations, we can share Personal Data with state authorities at their request.

We can also disclose Personal Data at your own permission in order to comply with laws and regulations, as well as in order to protect the rights and interests of AppMagic and other persons. For example, we may, at your own permission, provide other users of our Services with your email address, such users having granted us access to their developer accounts, and given that such developer account details contain information on the mobile application that you've connected to the Services, as well as to third parties or persons in the case of claims against AppMagic being made about you violating said parties' or persons' intellectual rights in accordance with applicable law.

#### **5. Your Rights and Opportunities**

To exercise Your rights as a data subject, please, contact Us via [info@appmagic.rocks](mailto:info@appmagic.rocks), or send a letter directly to the following address: 100 S. Ashley Drive, Suite 600, Tampa, Florida, USA 33602.

##### **5.1. Right to Obtain Information:**

This Privacy Policy is published in order to inform you of how we use your Personal Data. We aim to provide transparency in relation to our use of your Personal Data.

### 5.2 Right of Access:

You are entitled to access to your Personal Data and to information about their processing. Please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks) if you want to access Personal Data.

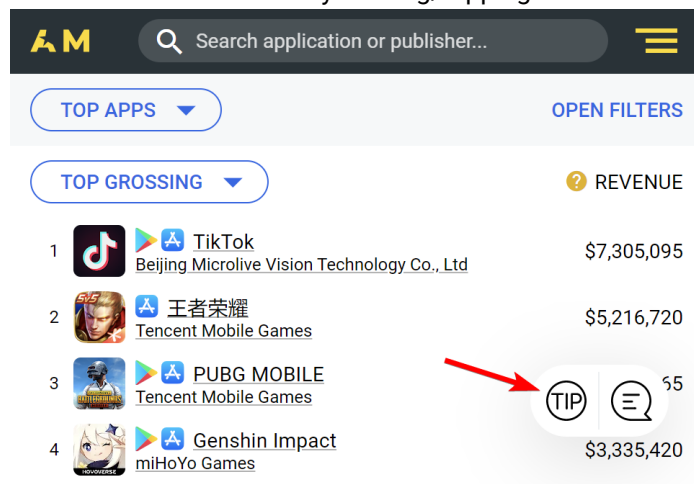
### 5.3 Right of Rectification:

If your Personal Data that is processed by AppMagic is incorrect or incomplete, you have the right to revise (edit and add) such data in your Facebook, Google, Weibo, etc. account details (depending on what type of authentication you use to log in to AppMagic), we don't edit this data, we only use what the specified authentication systems provide us with. Please, contact us via [info@appmagic.rocks](mailto:info@appmagic.rocks) if you want to revise your Personal Data.

### 5.4 Right to Be Forgotten:

If you want us to remove all your Personal Data, and if we have no legal grounds for further storing and processing your Personal Data, please, contact us via [info@appmagic.rocks](mailto:info@appmagic.rocks) with the appropriate request or follow the following procedure:

- a) Login to your AppMagic account so that we could make sure it's you
- b) Open the chat window to reach out to our team by clicking/tapping the icon in the right bottom corner:



- c) Send this message to the chat: "I require my account on AppMagic and all my personal data to be completely deleted".

After that, your account and personal data will be automatically deleted in 30 days unless you request the cancellation of the personal data removal beforehand.

### 5.5 Right to Limit and Block Data Processing:

You have the right to request that we limit or block the processing of your Personal Data. This shall imply that AppMagic has the right to store, but not process your Personal Data in the future. If you want us to limit the processing of your Personal Data, please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks).

### 5.6. Right to Data Portability:

AppMagic must provide you with the opportunity to securely retrieve and reuse your Personal Data for your own purposes. At your request, we shall provide you with the copy of your Personal Data in electronic format. Such right covers only Personal Data that you have provided to us as a data controller. In this case, please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks).

Note, that We will be unable to present You with data, if that would violate rights of third parties (e.g. if such data is inseparable with personal data of other persons), or such data is anonymized/pseudonymized in such a way that AppMagic is no longer unable to identify Your Personal Data (that it belongs to You).

### 5.7. Right To Dispute the Use of Your Personal Data:

You have the right to dispute and litigate provision to and use by AppMagic of your Personal Data. In this case, please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks).

If You think that We process Personal Data unlawfully, please, contact Us via email [info@appmagic.rocks](mailto:info@appmagic.rocks).

### **5.8. Right To Withdraw Permission to Process Personal Data:**

If you had granted us permission to process your Personal Data, but later changed your mind, you can withdraw your permission at any moment in time; in this case, AppMagic will have to cease processing your data. If you wish to withdraw your permission to process your data, please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks).

### **5.9. Right To Contact Supervisory Bodies and Authorities:**

If you believe that AppMagic processes your Personal Data in breach of law, as well as in order to settle outstanding disputes, you have the right to take your claim to the appropriate supervisory body or authority.

### **5.10. Other Rights:**

If you want to refuse to view targeted advertising, please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks). In this case, we will be obliged to forward you to your social network's targeted advertising settings, where you will be able to switch it off at your own discretion.

You can also refuse to receive advertising messages and content, such as marketing newsletters delivered via email, by following the instructions provided with such messages.

Please, note that AppMagic may continue processing of personal data in presence of other lawful grounds for processing besides data subject's consent. Also, AppMagic is obliged to identify you before fulfilling a request, so AppMagic has a right to ask you for additional information.

## **6. How Do We Protect Your Data?**

In order to provide security and trustworthiness of your data (including Publisher Data), we are constantly developing and integrating administrative and technical means of protecting your data against unauthorized access or loss, as well as inappropriate use or revision.

To be more specific, we apply at least the following technical measures:

- Enforce TLS 1.2 encryption or greater for all network connections where platform data is transmitted
- Protect sensitive data like credentials and access tokens
- Require multi-factor authentication for remote access
- Have a system for maintaining accounts (assigning, revoking, reviewing access and privileges);

Have an automated system for monitoring logs and other security events, and to generate alerts for abnormal or security-related events.

## **7. How long and where do We store Personal Data?**

We store personal data for the whole period of using the Services. When you stop using the Services, we store personal data for 3 years with consideration of the purposes for which such data is processed.

As mentioned above, some Cookies get removed automatically after you leave the Website, some remain on your device for a limited period, and some you have to delete manually.

User's Personal Data is generally stored on servers located in France – a jurisdiction offering adequate data protection regulation according to the European Commission.

However, some data, as described in the Policy, may be made available to users residing in, or be transferred to the United States – jurisdiction not recognized as adequate by the European Commission. AppMagic guarantees that it takes appropriate measures to provide security of data processing, as described in the Policy. However, AppMagic is obliged to inform User of potential risks of such processing:

- 1) different regulation of personal data processing
- 2) potential access to personal information of governmental or state institutions of the US; and/or
- 3) possibility of illegitimate access to personal data.

By accepting the Policy, User agrees to such potential availability of Personal Data to users residing with the United States of America.

## **8. Age Limitations**

We purposefully do not collect and do not use personal data of persons below 16 years of age, and we conscientiously do not allow such persons to use our Services. If you are below 16 years of age, please, do

not use our Services and do not send us any of your personal information. Should we come to discover that we have collected data of a person below 16 years of age, we shall remove such data in the shortest possible time.

If you believe that we have received any information from or about a child below 16 years of age, please, contact us via email [info@appmagic.rocks](mailto:info@appmagic.rocks).

## **9. Data Transmission Via Internet**

Data transmission via the Internet is not entirely secure. Despite the fact that we employ special technologies to protect your data and to encrypt them under the standards set by applicable law, we cannot guarantee complete security of your data during their transmission.

## **10. Links to Other Websites**

Our Services may contain links to websites of our partners, mobile app stores, advertisers, payment systems and other parties. If you choose to follow a link to any of such websites and intend to share your data with said websites, please, note that these websites may operate under their own privacy policies and that we bear no responsibility for their operations, including their compliance or non-compliance with regulations on protecting your data. Please, familiarize yourself with such websites' privacy policies before you share any of your personal data with them.

## **11. Changes to This Privacy Policy**

AppMagic reserves the right to update or revise this Privacy Policy at any time by means of publishing an updated or revised version of it on our Website at <https://appmagic.rocks/legal/PrivacyPolicy.pdf>. If we introduce any substantial changes, we shall notify you by means of a personal message or via appropriate Services. Any changes to this Privacy Policy shall be deemed effected at the moment of their publication. Your further use of our Services after any changes have been introduced to the Privacy Policy shall be interpreted as your agreement and compliance with its updated terms.

## **12. Contacts**

If you have any questions on data protection or any requests on resolving issues or problems associated with your personal data, please, contact us via email in order to receive prompt feedback.

Controller name: AppMagic, Inc.

Email address: [info@appmagic.rocks](mailto:info@appmagic.rocks)

Street address: 700 N. Fairfax suite 614 Alexandria VA, 22314, USA