

# Privacy policy

## For the app "Reading Acrobat" (Swedish: "Läsakrobaten")

As at mars 12, 2020

### 1 General Information

Man & Mouse "MM" is the owner and the responsible part for the applications "Reading Acrobat" ("RA") (in Swedish: "Läsakrobaten") and the site manandmouse.se. We call the application "The Application" and the Application together with our site "our services".

We find it very important to protect any data we will receive from you and commit us to do so.

This policy explains how handle the information we collect when using our services.

### 2 What kind of information do we collect?

#### 2.1 Information we gather in the application:

The Application do not collect any personal information at all. RA is launched in paid app version. The payments are handled by Apple company and we have no right to see any personal information about you.

#### 2.2 information we gather in manandmouse.se

##### 2.2.1 Information you freely will give us

When you send us en email or contact us in other ways, some information may be collected like your name, address, phone number and mail address. Reasons, among others, can be that you want more information about our products or that you want support.

##### 2.2.2 Information collected automatically

We do not collect any data automatically.

##### 2.2.3 Other information we collect

We do not collect any other information from the app. However we collect information if you are granted a free version of the app. We need that information to send you the download code.

We do also very rarely use eMail marketing. If you are a receiver of a campaign, you may at any time unsubscribe to this service.

#### 2.4 Information in cookies

We do not use cookies.

### 3 How will we use the information

Information that you provide to us will be used to process, fulfil, and deliver your requests for content and services and, where applicable, report points and credits to credentialing organisations.

This includes, for example, 'sending you content and updates (including by email), and enabling you to participate in the features provided by the Services. Through such features, we are able to bring you information and content tailored to your individual interests and needs.

We may share information with vendors providing contracted services to us if your request demands this and we have to use external services. These providers and organisations are obligated to maintain your personal information as confidential and have access to your personal information only as necessary to perform their requested function on your behalf.

### 3.1 Information to third part

We may also report aggregate information about usage to third parties, including our service providers and advertisers. This information is not of personal/private nature.

### 3.2 Advertisement servers and third-party tracking

We do not use advertisement servers not do we track anything.

## 4 What security measures are used?

We endeavour to keep your personal information confidential and protected against unauthorised access, misuse, or alteration with commercially reasonable physical, technical, and administrative measures. However, as effective as these measures are, no security system is impenetrable. We cannot guarantee the security of electronic data nor can we guarantee that the information you supply will not be intercepted

## 5 Compliance with legal process

We may disclose personally identifying information if we are required to do so by law or we in good faith believe that such action is necessary to (1) comply with the law or legal process; (2) protect our rights and property; (3) protect against misuse or the unauthorised use of a Service; or (4) protect the personal safety or property of our employees, users, or the public.

## 6 Moving information between countries

The Services are headquartered in Sweden. Your personal information may be transferred outside of your country or another country for processing. By using a Service, you consent to the collection, international transfer, storage, and processing of your information outside of your country of residence, in which case the personal data protection rules may differ from the rules in your country.

## 7 Children

The Services are not intended for children under 13 years of age. We do not knowingly collect or store any personal information from children under 13. The "RA" app is intended to be used for children age 4-7 years old. If is you as parent or teacher to the child that we are communicating with if you have questions or others about the app.

## 8 Changes in policy

This privacy policy may be periodically updated. We will post a notice that this policy has been amended by revising the "Last updated" date at the top of this page. Use of a Service constitutes consent to any policy then in effect.

## 9 Contact information

Please direct any questions regarding this privacy policy to [bosse@manandmouse.se](mailto:bosse@manandmouse.se). We can also be contacted by telephone at +46 703 233 150

## 10 Additional privacy information for users in the EU

For our users in the European Union we are providing some additional information below as required by the EU General Data Protection Regulation (“GDPR”).

Please make sure you also consult our general privacy policy above for complete information.

### 10.1 Responsible for all data subjects and services

Man & Mouse  
Bangårdsvägen 25  
S428 36 Kålleröd  
Sweden

eMail: [bosse@manandmouse.se](mailto:bosse@manandmouse.se)

### 10.2 Additional Information about processing of personal data

MM will process your personal data only as it is necessary for the performance of a contract to which you are a party or in order to take steps at your request prior to entering into a contract (on the basis of your express and voluntary consent) or in order to comply with a legal obligation to which MM is subject (see e.g., the “Compliance with Legal Process” section of our general privacy policy) or as otherwise permitted by applicable law.

#### 10.2.1 Processing for or prior to entering into a contract

In most cases processing of your personal data will be on this legal basis. For details on which categories of personal data, from which sources and for which purposes your information may be collected and used in relation to which services or products offered by MM, please refer to the general privacy policy above.

#### 10.2.2 Processing on the Basis of Your Consent

In some situations, and for some Services or Applications we may ask you to provide express, voluntary consent as a basis for processing your personal information. For details on which categories of personal data, from which sources and for which purposes your information may be collected and used in relation to which services or products offered by MM, please refer to the information in the respective consent declaration and to the general privacy policy above.

#### 10.2.3 In order to comply with a legal obligation

As in 5 above

### 10.3. Revoking consent

You may at any time revoke a consent granted hereunder in accordance with GDPR. In case of revocation, MM will not process the personal data subject to this consent any longer unless legally required to do so. However, any revocation of your consent has by law no effect on past processing of personal data by MM up to the point in time of your revocation. Furthermore, if your use of a Service, requires your consent, MM will no longer be able to provide the relevant Service to you after your revocation.

## 11 Aggregated anonymous or pseudonymous use of data

In order to maintain or improve the quality of a Service or to deliver targeted online advertisements we are using data without personally identifying you, but in an aggregated, statistical, anonymous, or pseudonymous format. Please see the general privacy policy above and our cookie policy for more detailed information.

## 12 For how long time will we keep the data

Where MM is processing and using your personal data as permitted by law (including in the context of a contract with you) or under your consent, MM will store your personal data (i) only for as long as is required to fulfil the respective purposes or (ii) until you revoke your consent.

However, where MM is required by mandatory law to retain your personal data longer or where your personal data is required for MM to assert or defend against legal claims, MM will retain your personal data, in accordance with applicable law, until the end of the relevant retention period or until the claims in question have been settled.

## 13 In which countries can my personal data be processed?

Whenever MM is using or otherwise processing your personal data for the purposes set out in its privacy policies, your data may be collected from, processed, or transferred to a country outside of the EU or European Economic Area (“EEA”).

## 14 No decisions based solely on automated processing

Our processing of your personal data does not involve decisions based solely on automated processing, including profiling, which produce legal effects concerning you or similarly significantly affects you.

## 15 Data subject's rights under GDPR

### 15.1 Data access, correction, and deletion right

You can request from MM at any time information about which personal data MM processes about you and the correction or deletion of such personal data.

Please note that MM can delete your personal data only if there is no legal or contractual obligation or prevailing right of MM to retain it. Please also note that if you request that MM delete your personal data, you will not be able to continue to use a Service that requires MM's use of your personal data.

If MM uses your personal data based on your consent or to perform a contract with you, you may further request from MM a copy of the personal data that you have provided to MM. In this case, please contact our data responsible as above and specify the information or processing activities to which your request relates, the format in which you would like this information, and whether the personal data is to be sent to you or another recipient. Please also provide reasonable information and evidence that permits MM that the request originates from you as the data subject entitled to receive such personal information and that no one else is abusively trying to access your personal data by requesting a copy of it from MM.

### 15.2 Your right to restrict data

Furthermore, you can request from MM that MM restricts your personal data from any further processing in any of the following events:

- You state that the personal data MM has about you is incorrect, (but only for as long as MM requires to check the accuracy of the relevant personal data),
- there is no legal basis for MM processing your personal data and you demand that MM restricts your personal data from further processing,
- MM no longer requires your personal data, but you claim that you require MM to retain such data in order to claim or exercise legal rights or to defend against third-party claims or
- in case you object to the processing of your personal data by MM (based on MM's legitimate interest for as long as it is required to review as to whether MM has a prevailing interest or legal obligation in processing your personal data.

### 15.3 Right to lodge a complaint

If you believe that MM is not processing your personal data in accordance with applicable EU/EEA data protection laws, you can at any time lodge a complaint with the data protection authority of the EU/EEA member state in which you live or with the data protection authority of the country or state in which MM has its registered seat.