

Personal Data	Why is the Personal Data collected and for what purposes?	Legal basis (GDPR only, if applicable)	Third parties with whom we share your Personal Data	Consequences of not providing the Personal Data
When you make use of, or interact with, our Website				
When you contact us (e.g. customer support, need help, submit a request)				
<ul style="list-style-type: none"> • Full name • Email address • Message 	<ul style="list-style-type: none"> • To process and answer questions • To provide support (e.g., to solve problems, bugs or issues) 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. respond to your request).</p>	Email platforms (Gmail)	<p>Cannot process and answer questions</p> <p>Cannot provide support (e.g., to solve problems, bugs or issues)</p>
When you subscribe to our distribution list(s) / newsletter(s)				
<ul style="list-style-type: none"> • Full name • Email address 	<ul style="list-style-type: none"> • To add you to our mailing list. • To send newsletters or other marketing communications. 	<p>Legitimate interest (e.g. to send you marketing communications)</p> <p>Consent (in some contexts)</p>	<p>3rd party platforms such as for the following purposes:</p> <ul style="list-style-type: none"> • Mailchimp (email distribution) • Sparkpost (email distribution) • Wix (web hosting) • Webflow (web hosting) 	<p>Cannot add you to our mailing list</p> <p>Cannot send you marketing communications</p>
When you make use of, or interact with, our Wordtune Google Chrome Extension tool (the "Tool")				
When Download and Make Use Of The Tool				
<ul style="list-style-type: none"> • User name and email address • IP address • Device information • Payment details • User content and usage 	<ul style="list-style-type: none"> • To provide you with the Tool • To optimize the results of the Tool for you • To customize the services to you • To improve our services and the Tool 	<p>Processing is necessary for the performance of a contract to which the data subject is party (EULA) or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. to provide you with the Tool).</p> <p>Consent (provided upon installation of extension)</p>	<p>3rd party platforms such as for the following purposes:</p> <ul style="list-style-type: none"> • Google (Cloud Platform, storage) • Amplitude (analytics) • Stripe (payment) • Sparkpost (email distribution) • MailChimp (email distribution) 	<p>Cannot provide you with the Tool</p> <p>Cannot optimize the results of the Tool for you</p> <p>Cannot customize the services to you</p> <p>Cannot improve our services and the Tool</p>
When you contact us (e.g. customer support, need help, submit a request)				
<ul style="list-style-type: none"> • Full name • Email address • Message • Any other information that you decide to provide/ supply us with 	<ul style="list-style-type: none"> • To process and answer questions • To provide support (e.g., to solve problems, bugs or issues) 	<p>Processing is necessary for the performance of a contract to which the data subject is party or in order to take steps at the request of the data subject prior to entering into a contract.</p> <p>Legitimate interest (e.g. respond to your request).</p>	Email platforms (Gmail)	<p>Cannot process and answer questions</p> <p>Cannot provide support (e.g., to solve problems, bugs or issues)</p>
When you interact with us on our social media profiles (e.g., Facebook, Instagram, Twitter, LinkedIn)				
<ul style="list-style-type: none"> • Full name • Email address • Company name • Job position • Any other information that you decide to provide/ supply us with 	<ul style="list-style-type: none"> • To answer your questions • To establish a connection 	<p>Depends on the context, legitimate interest (to answer your questions and/ or establish a connection) or consent</p>	<p>3rd party platforms such as for the following purposes:</p> <ul style="list-style-type: none"> • Facebook (social media channel) • Instagram (social media channel) • Twitter (social media channel) • LinkedIn (social media channel) 	<p>Cannot answer your questions</p> <p>Cannot establish a connection</p>