

Privacy and Cookie Policy

1. Introductory provisions

1. The Administrator of Users' personal data is Oskar Bednarski, running a business under the name AST SOCIALLINE Oskar Bednarski with its registered office at ul. Gabrieli Zapolskiej 45a/21, 25-435 Kielce, Poland, NIP [Tax ID No.]: 6572955418 (hereinafter referred to as: the **Administrator**).
2. This Privacy and Cookie Policy (hereinafter referred to as the **Privacy Policy**) is an attachment to the MapLord Application Regulations. The definitions set out in the Regulations are used appropriately also in this document.
3. The Privacy Policy contains information on the processing of the personal data of the Application Users by the Administrator.
4. The Administrator may be contacted in the following forms:
 1. via e-mail to the following address: iodo@maplord.io;
 2. by phone at the number: +48 512 091 087;
 3. in writing at the address: ul. Gabrieli Zapolskiej 45a/21, 25-435 Kielce, Poland.
5. The Administrator attaches great importance to the protection of privacy and confidentiality of personal data entered or provided by Users, and with due diligence selects and applies appropriate technical and organisational measures to protect the personal data being processed.
6. Only persons duly authorised by the Administrator have full access to the databases. The Administrator protects personal data against disclosure to unauthorised persons, as well as against their processing in violation of applicable law.

2. The basis for the processing of personal data

1. Personal data is processed by the Administrator in accordance with the law, in particular with Regulation (EU) 2016/679 of the European Parliament and of the Council of 27 April 2016 on the protection of individuals with regard to the processing of personal data and on the free flow of such data and the repeal of Directive 95/46/EC (hereinafter referred to as **GDPR**) for the purpose of:
 1. conclusion and performance of the contract regarding the use of the Application (pursuant to Article 6(1)(b) of the GDPR);
 2. fulfillment of legal obligations incumbent on the Administrator regarding tax and accounting obligations (pursuant to Article 6(1)(c) of the GDPR) if, in connection with the use of the Application, it will be possible to obtain rewards;
 3. implementation of legally justified interests of the Administrator, i.e. in particular marketing of own products or services, pursuing or securing claims (pursuant to Article 6(1)(f) of the GDPR).
2. Providing data is voluntary, however failure to provide data will result in the inability to use the Application in its entirety or some of its functionalities.
3. As part of the Application, data on the User's activity and interests may be processed for marketing and statistical purposes based on the analysis of the User's activity and interests by the Administrator or trusted partners.

3. Collection of personal data

1. The use of the Application requires the creation of a User account. For this purpose, the User is obliged to fill in an electronic form and provide at least an e-mail address and password.
2. In the case of setting up a User account when using the name (login) and password on other websites (in particular Apple Game Center or Google Play Games), the data contained in the profiles of these websites provided to the Administrator are treated as data reported by the User for creating an account in the Application.

4. Basic rules for the processing of personal data

1. The Administrator processes personal data only to the minimum extent necessary to achieve the purposes for which they are collected. The purposes of collecting Users' personal data are clearly defined, based on the law. The Administrator does not process personal data in a manner inconsistent with these purposes.
2. The Administrator implements the Users' rights regarding their personal data in accordance with the law, including the correctness of Users' personal data, and immediately responds to any requests for rectification or updating of data.
3. The Administrator limits the storage of personal data in accordance with the law, only for the period necessary to achieve the purposes for which they are collected, unless there are reasons that allow for the extension of the period of data storage.
4. If personal data is shared with other entities, it is done in a safe, contractually secured or otherwise compliant with applicable law.

5. Rights of data subjects

1. Each User whose personal data is processed by the Administrator has the right to access their data and the right to rectify, delete, limit processing, the right to transfer data, the right to object for reasons related to its particular situation to data processing on the basis of a justified interest of the Administrator, the right to object to processing for the purposes of direct marketing, and the right to withdraw consent if the processing takes place on the basis of consent.
2. The use of the rights referred to in the paragraph above may be carried out by sending an appropriate request to the Administrator's e-mail address, together with the User's e-mail address.
3. The User has the right to lodge a complaint with the supervisory body if he/she considers that the processing of personal data by the Administrator violates the provisions of applicable law.

6. Recipients of personal data

1. Users' data may be transferred to entities authorised to receive them under applicable law, including the competent judicial authorities.
2. Personal data may be transferred to trusted partners such as: partners providing technical and IT services (developing and maintaining the Application and the Services provided through it), marketing agencies.
3. The data may also be shared with trusted partners for marketing purposes in connection with the analysis of activity and interests in the Application based on cookies used by trusted partners on Users' end devices.
4. Personal data will not be transferred to a third country/international organisation if, as part of processing, personal data will be transferred to recipients in third countries, e.g. in the United States, such data transfer will take place on the basis of an adequacy decision made by the European Commission, i.e. for organisations participating in the Privacy Shield program, or on the basis of standard contractual clauses in accordance with the decision of the European Commission.

7. Other information regarding data processing

1. Personal data will be kept only for the period necessary to achieve the specific purpose for which they were collected, and after its expiry for the period necessary to secure or pursue possible claims or fulfil the Administrator's legal obligation (e.g. resulting from tax or accounting regulations).
2. Personal data processed for the purposes of marketing of own products or services on the basis of a legitimate legal interest will be processed until the data subject submits an objection.
3. If personal data are processed on the basis of consent, they will be processed until the consent is withdrawn by the data subject.
4. The Administrator does not process personal data in a way that would involve making only automated decisions about the User.
5. The Administrator uses IP addresses collected during Internet connections only for technical purposes related to server administration. In addition, IP addresses are used to collect general, statistical demographic information (e.g. about the region from which the connection is made).

8. Cookies

1. The Application uses information contained in technologies to collect and save information, such as cookies, including technologies from trusted partners, to facilitate the operation of the Application, to enable the display of customised advertisements and to keep statistics. Cookies are understood as IT data, in particular text files, stored on Users' end devices.
2. The information collected using cookies allows you to customise services and content to the individual needs and preferences of Users, as well as to develop general statistics on the use of the Application by Users.
3. Personal data collected using cookies are collected only to perform specific functions for Users and are encrypted in a way that prevents access by unauthorised persons.
4. There are, in principle, two types of cookies: session and permanent:
 1. session cookies are temporary files that remain on the User's device until logging out, leaving, or turning off the Application;
 2. permanent cookies are files that remain on the User's device for the time specified in the cookie parameters or until they are manually deleted by the User.
5. The Administrator's technologies allow for the recognition of the User's device and displays tailored to his/her individual expectations, which makes the use of the Application's functionality easier and more enjoyable. By saving these files on the User's device, it is possible, first of all, to remember login details, maintain a session after logging in, or adapt to the User's preferences (e.g. content arrangement, language used).
6. Technologies of trusted partners are used to analyse the User's activity and interests, including:
 1. Google Ads, which allows you to conduct and evaluate the quality of advertising campaigns carried out using the Google Ads service,
 2. Google Analytics (Firebase), which allows you to evaluate the use of the Application and the involvement of Users,
 3. Google AdMob, which, based on the data collected by it, will send the Administrator relevant advertisements to be displayed to Users.
7. Cookies of trusted partners are subject to their own privacy policies.
8. The User can change the cookie settings on the end device, including deleting cookies. It is also possible to automatically block cookies. For details, see the help or documentation for your end device.
9. Restrictions on the use of cookies, as well as their removal, may affect some functionalities in the Application and the Services provided through it.