PRIVACY POLICY
CONNECT FOR HOTMAIL
JANUARY 2023

PRIVACY POLICY OF ALPHA APPS B.V.
Last updated: January 2023

ALPHA APPS B.V. respects your privacy. We comply with the GDPR. In this Privacy Policy you can read what kind of personal data we collect, and how we store, protect and use your personal data. Furthermore, you can read for which purposes we will use your personal data and with whom your data will be shared.

Applicability
This Privacy Policy applies to your use of our mobile application Connect for Hotmail and all the services that we offer you via this application ("**App**"). Please note that our App is not the official mobile application of Microsoft.

Personal data
In this Privacy Policy, your "**personal data**" means information or pieces of information that could allow you to be identified.

Your consent
Alpha Apps B.V. will not collect, use or disclosure your personal data without your consent. Therefore, we ask you to agree to this Privacy Policy (and our user terms) before you can download and use our App. You cannot download or use our App if you do not agree to this Privacy Policy.

Are you sixteen years or younger?
If you are sixteen years or younger, you need to obtain permission from your parents or legal guardian to agree to this Privacy Policy.

Which personal data do we process?
Before you can use our App, we will ask you to create or login with a personal account. By doing so, you will have to provide us with your name, email provider, email address and password, which data we will process.

After installing the App and creating your account, you are able to check emails as well as receive notifications of new incoming emails. We will also process these data. In addition, we will process your IP address, browser language and advertising/device ID..

How do we use your personal data?
We use the personal data you have provided us with for the purposes described below.

- We use your name to verify your identity to access your profile.
- We use your email provider, email address and password to access your email for optimal use of the App and send you email notifications.
- We use your email address to keep you informed on campaigns and (special) offers that might be interesting for you by email. You can unsubscribe from these services at any time.
- We use the data about your browser language in order to address you in a language you speak, your IP address helps us to determine which campaigns and (special) offers might be interesting for you and your device/advertising ID to show relevant ads and to track (aggregated) analytics of the usage of our app.
- We use your location to show contextual information in the after call screen (see Appvestor information below)

Who do we share your personal data with?

We may share your personal information with third parties (such as business partners, trusted affiliates and advertisers). We will only do so if we have your consent hereto, if this is necessary for rendering our services in accordance with this Privacy Policy, or in case of another legitimate reason.

Third party websites

You may find advertising or other content in our App that links to websites, products and services of our partners, suppliers, advertisers, sponsors, licensors and other third parties. We do not control said advertisements or content and are not responsible for any products or services offered via advertisements in our App. Please note that said third parties will have their own privacy policies. We advise you to read those privacy policies of third parties carefully before using our App.

The following services are integrated into our app:
-   Analytics: Flurry (part of Yahoo)
-   Crash statistics: Fabric Crashlytics (part of Google)
-   Advertising: AppLovin; MobFox; Facebook Audience Network; Millenial Media (part of AOL); TapIt; AddApptr and Google Ad Services
-   Notifications: OneSignal
-   Call Integration: Appvestor. By using the app you also agree to the Appvestor privacy policy at https://legal.appvestor.com/privacy-policy/

This list may change from time to time and we do our best to keep this list updated.

How do we protect your personal data?

We work hard to protect your personal data from unauthorized or unlawful access, alteration, disclosure, use or destruction of your personal data. If possible we encrypt our services (e.g. using SSL), the data are only accessible through a secret password and our employees only have access to your data on a need-to-know basis.

For what period will we retain your data?

We will retain your personal data as long as is necessary for your use of our App. We will only retain your personal data for a longer period in case we are legally obliged to do so. Before deleting your personal data, we may irreversibly anonymize your personal data and retain these as generic aggregated data for further improvement of our services.

Cookies

We may use "cookies" to enhance your experience when you use our App and to show you advertisements that might be interesting for you. A cookie is a small text file, containing a string of characters that can be placed on your device when you visit the App. This text file uniquely identifies your browser or device. When you visit the App again, the cookie allows to recognize your browser or device. You can change your cookie settings in your browser, if you don't want cookies to be sent to your device. Please note that some App features or services of our App may not function properly without cookies.

We use the following types of cookies for the App:

- Technical cookies: these are cookies that are essential for the operation of our App, they enable you to move around our App and use our features.
- Analytical/statistical cookies: we use these cookies to track visitor statistics. We use these statistics to continuously improve the App and mailings, and thus offer you relevant content. These cookies also allow us to recognize and count the number of visitors and to see how visitors navigate when they're using our App. This helps us to improve user navigation and ensure users to find what they need more easily.
- Tracking cookies: these cookies monitor clicking behaviour and surfing habits. By means of these cookies we can see whether and when you view your profile, and whether you click through to our App.

Modifications to this Privacy Policy

We may update our Privacy Policy from time to time. When we change this Privacy Policy in a significant way, we will notify you via our App, and request you to accept the updated Privacy Policy before you can continue your use of our App.

Your rights and who to contact

You have the right to tell us if you:
- would like a copy of the personal information which we have processed about you (please note that you can also view, edit or delete your personal data by logging in to your personal account);
- would like us to correct, update or delete your personal information in our records;
- wish to report any misuse of your personal information.

You can also view, edit or delete your personal data by logging in to your personal account.

If you have any questions, comments or concerns about how we handle your personal data in relation to our use of our App, please send us an e-mail at connectivity.developers@hotmail.com

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