



# Privacy Policy

We respect your privacy.

The operators of the Linkapp app and website are aware that the protection and careful handling of the user's personal data is very important.

Linkapp AB operates the Linkapp app and website, (hereinafter referred to as "Linkapp") a platform on which users can meet each other directly in real life during various activities. The minimum age for registration with Linkapp is 18 years.

This privacy policy contains information about our data protection provisions and measures as well as the decisions to which you are entitled within the framework of the Swedish Data Protection Act (2018:218), and Data Protection Ordinance (2018:19) (DPA). As well as the EU's General Data Protection Regulation (GDPR) with regard to the manner of online collection and use of your information. Personal data is collected exclusively in accordance with those data protection laws.

Users have the right and the obligation, to keep the information and data they have provided up to date, to edit it, to replace it and/or to change it. In principle, users can do this at any time under their personal profile.

## What is personal data?

Personal Data is information by which you can be directly or indirectly identified ("Personal Data"). This generally includes information such as your name, address, email address and telephone number; however, it may also include other information such as your IP address, shopping habits, lifestyle habits or preferences such as interests.

## What is processing?

"Processing" means any operation or set of operations which is performed upon personal data, whether or not by automatic means. The term is broad and covers virtually any handling of data.

## Who is the responsible for processing personal data?

The responsible party within the meaning of the GDPR is:

Linkapp AB  
Org.number 559358-0029  
Stockholm, Sweden

Web: [www.linkapp.se](http://www.linkapp.se)

Facebook: <https://www.facebook.com/linkappofficial>

Instagram: <https://www.instagram.com/linkapp.official/>

TikTok: <https://www.linkapp.se/tiktok.png>

If you have any questions or concerns about this policy, you should first contact us using [info@linkapp.se](mailto:info@linkapp.se).

This privacy policy applies from January 2021 and applies to all websites, mobile apps for end devices of the operating systems iOS and Android and social media sites that are owned by Linkapp AB.

There may be links to third-party websites on the Linkapp online presences. By clicking on these links you leave Linkapp. Linkapp has no influence or control over these websites or their privacy practices, which may differ from Linkapp's practices. By linking to third-party websites, Linkapp does not express any endorsement or support of the content contained therein. Personal information that you provide to or that is collected by these third parties is not covered by Linkapp's privacy policy. Therefore, you are encouraged to check the privacy policies of any third parties before providing any personal information to them. Linkapp has no access to cookies and other functions used by third-party providers in connection with any advertising on the website and/or app.

## What are the legal bases of processing personal data?



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The legal bases for processing are listed below and at least one of these must apply whenever we process personal data:

- a) Consent: the individual has given clear consent to process personal data for a specific purpose.
- b) Contract: the processing is necessary for a contract or because you have asked us to take specific steps before entering into a contract.
- c) Legal obligation: the processing is necessary for us to comply with the law (not including contractual obligations).
- d) Vital interests: the processing is necessary to protect someone's life.
- e) Public task: the processing is necessary for us to perform a task in the public interest or for official functions, and the task or function has a clear basis in law.
- f) Legitimate interests: the processing is necessary for our legitimate interests or the legitimate interests of a third party, unless there is a good reason to protect your personal data which overrides those legitimate interests.

## What are your rights?

You have the following rights with respect to us processing your personal data:

- **Right of access**

You have the right to obtain information about whether and which of your personal data is processed by us. In this case, we will also inform you about:

- the purpose of processing;
- the categories of data;
- the recipients of your personal data;
- the planned storage period or the criteria for the planned storage period;
- Your further rights;

Unless we have been provided with your personal data by you: Any available information about its origin

if available: the existence of automated decision-making and information about the logic involved, the scope and the intended effects of the processing.

- **Right to rectification**

You have a right to rectification and/or completion if your personal data processed by us is inaccurate or incomplete.

- **Right to restriction of processing**

You have a right to restriction of processing, provided that

- we verify the accuracy of your personal data processed by us;
- the processing of your personal data is unlawful;
- you need your personal data processed by us for legal prosecution after the purpose has ceased to exist;
- you have objected to the processing of your personal data and we are reviewing this objection.

- **Right to erasure**

You have a right to erasure if

- we no longer need your personal data for its original purpose;
- You withdraw your consent and there is no further legal basis for processing your personal data;
- you object to the processing of your personal data and - unless it is direct marketing - there are no overriding reasons for further processing;
- the processing of your personal data is unlawful;
- the erasure of your personal data is required by law;
- your personal data was collected as a minor for information society services.



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- **Right to information**  
If you have exercised your right to rectification, erasure or restriction of processing, we will inform all recipients of your personal data, of this rectification, erasure of data or restriction of processing.
- **Right to data portability**  
You have a right to receive your personal data processed by us on the basis of consent or for the performance of a contract in a structured, common and machine-readable format and to transfer it to another controller. If technically feasible, you have the right to have us transfer this data directly to another controller.
- **Right to object**  
You have the right to object to the processing of your personal data in case of special reasons. In this case, we will no longer process your personal data unless we can demonstrate compelling legitimate grounds for the processing. In case of processing of your personal data for direct marketing purposes, you have the right to object at any time.
- **Right of withdrawal**  
You have the right to revoke any consent given to us at any time. The revocation of consent does not affect the lawfulness of the processing carried out on the basis of the consent until the revocation.
- **Right to complain to a supervisory authority**  
Without prejudice to any other administrative or judicial remedy, you have the right to lodge a complaint with the competent supervisory authority if you believe that the processing of your personal data by us violates the law.

## Collection and use of personal data

For improvements in favour of the user, Linkapp collects and uses personal data. This is done with the appropriate notices and the consent of the persons concerned as well as the submission of any required documents to data protection authorities. Personal information provided by you on these pages may include name, gender, address, age, phone number, email address, user ID, password, geolocations, photos (if uploaded by the user), preferences and transaction information.

Third-party Connect features such as Facebook Connect, Google and Apple ID are offered as an option to register with Linkapp. When registering via connect functions of third party providers, the user agrees to the respective terms and conditions of these third party providers and also consents to certain data from the respective profiles of the user being transferred to the Linkapp database.

In addition to the information you provide, information may be collected during your visits to the Linkapp app:

- **Application Information:**  
We collect information about your activity on Linkapp, e.g. usage time, clicks, profile views, interactions with other users, time spent in the app, etc.
- **Device information:**  
Device ID, device type, app settings, app crashes, ad IDs, version and language, operating system, time zones.
- **Other:**  
If you let us access your location, we will capture their exact geolocation using GPS, Bluetooth and Wifi connection. Your geolocation may also be collected in the background, even if you do not use Linkapp, if the permission you have given us expressly permits such collection. If you do not authorise us to detect your geolocation, we cannot do it.

Linkapp uses common tools for automatic data collection. These tools collect certain standard information that your smartphone sends to us. For certain emails sent by Linkapp, Linkapp may also



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use some of these tools for automatic data collection. These tools collect information when you open the email or click on a link contained in the email. Linkapp also uses commercially available sources that are deemed reliable to collect information. Information obtained in this manner may include name, address, email address and demographic information. The information obtained from these commercial sources may be used in conjunction with the information Linkapp collects from your visits to Linkapp websites.

In addition to the information you provide, information may be collected during your visits to the Linkapp website:

## Log files

- Information about the browser type and the version used.
- The user's operating system
- The user's internet service provider
- The IP address of the user
- Date and time of access
- Websites from which the user's system accesses our website
- Websites that are accessed by the user's system via our website
- Access status/HTTP status code
- the amount of data transferred in each case

This data is not stored together with other personal data of the user. The temporary storage of the IP address by the system is necessary to enable delivery of the website to the user's computer. For this purpose, the user's IP address must remain stored for the duration of the session.

The storage in log files is done to ensure the functionality of the website. In addition, we use the data to optimise the website and to ensure the security of our information technology systems. An evaluation of the data for marketing purposes does not take place in this context.

## Cookies

Our website uses so-called "cookies". Cookies are small text files that are transferred from a website server to your hard drive and stored. This automatically provides us with certain data, such as IP address, language and browser used, operating system, etc. When a user calls up a website, a cookie may be stored on the user's operating system. This cookie contains a characteristic string of characters that enables the browser to be uniquely identified when the website is called up again. For further information on the Cookies we use, please visit our Cookie Policy.

## Contacting us

The legal basis for the processing of your personal data transmitted in the course of you contacting us is our legitimate interest. If the contact aims at the conclusion of a contract, the performance of a contract is an additional legal basis for the processing of your personal data. The processing of your personal data in the event of a contact serves us solely to process your request.

Your personal data will be deleted as soon as they are no longer required to achieve the purpose for which they were collected. This is the case for the personal data sent in the course of contacting us when your request has been processed and legal retention periods do not prevent deletion. You have the option at any time to object to the processing of your personal data in the context of contacting us for the future. In this case, however, we will not be able to process your request any further. All personal data stored in the course of contacting you will be deleted in this case, unless legal retention periods prevent deletion.

## Advertising

Advertisers and third parties also may collect information about your activity on Linkapp, on devices associated with you, and on third-party sites and applications using tracking technologies. Tracking data collected by these advertisers and third parties is used to decide which ads you see in our app. You can opt out on the [Digital Advertising Alliance \(DAA\)](#) website if you wish not to receive targeted advertising. You may also be able to choose to control targeted advertising on other websites and platforms that you visit. In



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addition, you may also choose to control targeted advertising you receive within applications by using the settings and controls on your devices.

## Use of personal information

The information collected helps Linkapp to provide a consistent and personalised experience to visitors to the Sites and to continue to improve and optimise our product. Based on the information, Linkapp is able to,

- Allow you to participate in Linkapp meetings and to track your support requests,
- Show you the best users for joint meetings,
- Linkapp can show you suitable users and recommend meetings to you,
- to provide service and support,
- to prevent and combat fraud, offensive content and unauthorised activity,
- to keep you informed about new services and benefits,
- to comply with legal requirements.

The legal basis for processing your data is as follows:

- To enable you to use our service as promised and described (Contract).
- To improve and optimise our product (Legitimate Interest).
- With your Consent. You can revoke the consent of the data protection instruction at any time, but then you can no longer use our service.

## Disclosure of personal data

Your data is mainly used to provide you with a good experience on the Linkapp platform. Personal data is mainly seen by other users so that they can interact with you through Linkapp. We share some user data with service providers because we need these services to conduct business.

Linkapp AB uses the services of third parties (hereinafter referred to as "partners") to enable and maintain the operation of the online services offered by Linkapp (e.g. hosting, customer support, e-mail providers). As far as possible, Linkapp AB will transfer this data in anonymised form. The partners of Linkapp AB are contractually obliged to treat personal data which they receive from Linkapp AB confidentially and to use it exclusively for the services claimed by Linkapp.

Your data may also be passed on to partners who support us in the distribution and marketing of our services. For example, we may pass on limited information about you in non-readable form (hashed) to advertising partners.

Before we engage any service provider or work with any partner, we undertake a rigorous vetting process. All of our service providers and partners must agree to strict confidentiality obligations.

Except as described in this policy, Linkapp will not share your personal information with third parties without your express permission, except for the following purposes:

- in response to lawful requests for information by police or government authorities;
- in compliance with laws, regulations, subpoenas or court orders;
- to prevent fraud or to enforce or protect the rights and property of Linkapp; or
- to protect the personal safety of Linkapp employees.

Circumstances may arise for strategic or other business reasons in which Linkapp decides to sell or buy, merge or otherwise restructure. Such a transaction may involve the disclosure of personal information to prospective buyers or purchasers or the receipt of such information from the seller. Linkapp may share your information in the event of a change of ownership / control.

## Privacy of minors



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Linkapp does not knowingly collect data from minors under the age of 18, nor is the Linkapp app directed at minors under the age of 18. We encourage parents and guardians to take an active role in their children's online activities and interests to protect them.

## Your choices and privacy settings

Linkapp gives you the choice of receiving a variety of product information. You may subscribe to receive certain product and service specific information or general communications from Linkapp.

You may make or change your choice to receive subscribed or general communications at the time of data collection or by any of the methods set forth in the following sections. This option does not apply to communications or notifications that are not primarily promotional. These include notifications about contracts, support or other administrative or transactional notices.

The email messages you receive from Linkapp will be sent in accordance with this policy.

## Automatic messages

Automatic messages remind you of your meeting or inform you of invitations you have received. You can turn off these emails as follows:

- Click on the "unsubscribe" ("cancel") email link or follow the unsubscribe instructions included in each message.
- Write an email to [info@linkapp.se](mailto:info@linkapp.se). Include your name, email address and relevant specific information about the Linkapp subscriptions you no longer wish to receive.

## Subscribed communications (newsletters)

Subscribed communications include email newsletters etc. that you have specifically requested or consented to receive. If you no longer wish to receive such requested or subscribed communications, you may unsubscribe using one of the following methods:

- Click on the "unsubscribe" email link or follow the unsubscribe instructions included in each communication.
- Write an email to [info@linkapp.se](mailto:info@linkapp.se).

Our email newsletters are sent using MailChimp. Mailchimp is an online marketing platform operated by The Rocket Science Group LLC, a company headquartered in the State of Georgia in the United States. You can find Mail Chimp's Privacy Policy here <https://mailchimp.com/legal/privacy/>

## Payment systems

You can pay by credit card via [Stripe](#). For this purpose, the respective payment-relevant data is collected in order to be able to carry out your order and payment processing. In addition, your IP address is processed for technical necessity and for legal protection.

The principle of data economy and data avoidance is observed in that you only have to provide us with the data that we absolutely need to carry out the payment processing and thus the processing of the contract or which we are legally obliged to collect.

Without this data, we will unfortunately have to refuse to conclude the contract, as we will then not be able to carry it out.

The payment system we use SSL encryption to protect the transmission of your data.

## General notifications

Linkapp informs its users about events, products and services through push messages. This includes, but is not limited to, information about new products or special offers.

## Security of your personal data



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It is important to Linkapp AB to prevent unauthorised access to the personal data processed. For this purpose, Linkapp AB uses certain technologies and technical protective measures. The transmission and collection of personal data is carried out via SSL (Secure Sockets Layer) encryption. The systems used by Linkapp AB are secured by means of firewalls, among other things.

Nevertheless, we do not promise that your personal information will always remain secure, nor should you expect this.

If you suspect that your data is no longer secure, please notify us immediately at: [info@linkapp.se](mailto:info@linkapp.se).

## **Use of automatic data collection methods**

While using any of Linkapp's online services, information may be collected through certain automatic data collection methods, such as cookies and other common mechanisms. This includes, but is not limited to, browser-specific data and data reflecting usage patterns in the Linkapp APP. This data is collected by Linkapp for analysis and improvement purposes, among others. If Linkapp collects personal data in this way, this is done on the basis of the statutory provision.

## **Analytical Data**

The Linkapp website and app uses Google Analytics, a web analytics service provided by Google Inc. ("Google"). Google Analytics uses "cookies" and session files that are stored on your computer or smartphone and that enable an analysis of your use of the website. The information generated by the cookie or session files about your use of this website (including your IP address in anonymised form) will be transmitted to and stored by Google on servers in the United States. Google will use this information for the purpose of evaluating your use of the website/app, compiling reports on website activity for website operators and providing other services relating to website activity and internet usage. Google will not associate your IP address with any other data held by Google. You may refuse the use of cookies by selecting the appropriate settings on your browser, however please note that if you do this you may not be able to use the full functionality of this website. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Linkapp uses Facebook Analytics for Apps, an analytics service provided by Facebook Inc, 1601 S. California Ave, Palo Alto, CA 94304, USA ("Facebook"). Facebook Analytics for Apps enables Linkapp AB to analyse the use of the app for statistical and market research purposes. Facebook Analytics for Apps collects data from people who use Linkapp. Linkapp AB receives this data in aggregated and anonymised form. The information on the use of Linkapp generated by the use of Facebook Analytics for Apps is stored and processed by Facebook, of which Linkapp informs the user according to his level of knowledge. Facebook may associate this data with the user's Facebook account and also use it for its own advertising purposes, in accordance with Facebook's data usage policy.

We use the remarketing function within the Google Ads service. With the remarketing function, we can present users of our web site with advertisements based on their interests on other web sites within the Google advertising network (in Google Search or on YouTube, so-called "Google Ads" or on other web sites). For this purpose, the interaction of users on our web site is analyzed, e.g., which offers a user was interested in, in order to be able to display targeted advertising to users on other sites even after they have visited our web site. For this purpose, Google stores cookies on the end devices of users who visit certain Google services or web sites in the Google display network. These cookies are used to record the visits of these users. The cookies are used to uniquely identify a web browser on a specific end device and not to identify a person.

Our website uses Google Tag Manager. Google Tag Manager is a solution that allows marketers to manage website tags through one interface. The tool itself (which implements the tags) is a cookie-less domain and does not store any personal data. The tool triggers other tags, which in turn may collect data. However, Google Tag Manager does not access this data.

We pass on the collected data for processing to the respective internal bodies as well as to other affiliated companies or to external service providers, contract processors (e.g., hosting, support, analysis service providers) in accordance with the required purposes (to implement the desired campaign or newsletter or



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loyalty program). Platform/hosting service providers receive access to personal data from a third country. So-called standard contractual clauses in accordance with Art. 46 GDPR have been concluded with these service providers as suitable guarantees.

Within our online offer, the so-called "Facebook Pixel" of the social network Facebook, which is operated by Facebook Inc. With the help of the Facebook pixel, it is possible for Facebook, on the one hand, to determine you as a visitor to our online offer as a target group for the display of advertisements (so-called "Facebook ads"). Accordingly, we use the Facebook pixel to display the Facebook ads placed by us only to those Facebook users who have also shown an interest in our online offer or who have certain characteristics (e.g., interests in certain topics or products determined on the basis of the websites visited) that we transmit to Facebook (so-called "Custom Audiences"). With the help of the Facebook pixel, we also want to ensure that our Facebook ads correspond to the potential interest of users and do not have a harassing effect. With the help of the Facebook pixel, we can further track the effectiveness of the Facebook ads for statistical and market research purposes by seeing whether users were redirected to our website after clicking on a Facebook ad (so-called "conversion"). The processing of data by Facebook takes place within the framework of Facebook's data usage policy. Accordingly, general information on the display of Facebook ads, in the data use policy of Facebook. Specific information and details about the Facebook Pixel and how it works can be found in Facebook's help section.

The App uses the [Firebase](#) tool, which is part of the Firebase platform of Google Inc, 1600 Amphitheatre Parkway Mountain View, CA 94043, USA, to obtain statistics on how the App is used, in particular active user numbers, session length, stability rating and storage time. Answers logs the use of the app and we evaluate user behaviour and user activity in general, i.e. not on a personal basis. Database location is Mumbai-India.

For this purpose, the following data is transferred to the Analytics Engine: name and AppStore ID, build version, individual device installation key (e.g.. IDFA [iOS], Advertising ID, and Android ID), timestamp, device model, device name, device operating system name and version numbers, the language and country settings of the device (iOS), the number of CPU cores on the device (iOS), whether a device has the status "jailbreak" (iOS) or "root " (Android), app lifecycle events (iOS) and app activities (Android);

For the purpose of accelerating our websites, we use the Content Delivery Network (CDN) of Akamai Technologies Inc, 150 Broadway, Cambridge, MA 02142, USA, (Akamai). A CDN is a service with the help of which the contents of our online offer, in particular large media files such as graphics or scripts, are delivered more quickly with the help of regionally distributed servers connected via the Internet. Your data is processed solely for the aforementioned purposes and to maintain the security and functionality of the CDN.

Akamai transfers personal data from the log files (e.g., IP addresses) to the USA for each data processing, as certain servers for processing the log files are only located in the USA. Akamai has consequently committed itself to comply with the standards and regulations of European data protection law. You can find more information on data protection from and at Akamai at <https://www.akamai.com/privacy-policies/>.

## **Authorisations and Access**

We may request access or permission to certain functions from your mobile device. The legal basis for data processing is our legitimate interest and the provision of contractual or pre-contractual measures. You can deactivate push notifications at any time via Settings/Messages (iOS) or Settings/Notifications/ (Android).

## **What is the process for deleting data and creating backups?**

With the deletion of your user profile (Attention: Not by uninstalling the Linkapp app) or corresponding notification to Linkapp AB ([info@linkapp.se](mailto:info@linkapp.se)), all collected data of the user will be deleted. This does not apply to data that must be retained due to legal regulations or for contract processing.

The user can delete his account or individual data in his profile at any time by emailing [info@linkapp.se](mailto:info@linkapp.se). Deletion from the Linkapp interface takes place immediately. However, deletion from all server layers, cache memories and backup databases of Linkapp may take up to 14 days.





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Linkapp reserves the right to check profile files prior to deletion and, if necessary, to back them up if, due to certain facts, there is a suspicion that the user profiles are in breach of law or contract. This serves to protect other users of Linkapp.

Linkapp AB creates so-called backups to secure the data stocks, which are overwritten after 7 days in each case and thus permanently deleted. If these backups contain log files, these are also deleted. In the event of the complete deletion of a user profile, the log files are also deleted.

## Security of data processing

We take appropriate technical and organisational measures in accordance with the GDPR, taking into account the state of the art, the costs of implementation and the nature, scope, circumstances and purposes of the processing, as well as the varying likelihood and severity of the risk to the rights and freedoms of natural persons, in order to ensure a level of protection appropriate to the risk; the measures include, in particular, safeguarding the confidentiality, integrity and availability of data by controlling physical access to the data, as well as access to, entry into, disclosure of, assurance of availability of, and separation of, the data relating to them. We also have procedures in place to ensure the exercise of data subjects' rights, deletion of data and response to data compromise. Furthermore, we already take the protection of personal data into account during the development or selection of hardware and software as well as procedures in accordance with the principle of data protection through technology design and through data protection-friendly default settings.

Security measures include in particular the encrypted transmission of data between your browser and our servers or the encryption of your passwords in the database.

## Economic analyses and market research

For business reasons and in order to be able to recognise market trends, wishes of contractual partners and users, we analyse the data we have on business transactions, contracts, enquiries, etc., whereby the group of persons concerned may include contractual partners, interested parties and users of our online offer.

The analyses are carried out for the purpose of business evaluations, marketing and market research (e.g., to determine customer groups with different characteristics). In doing so, we may, if available, take into account the profiles of registered users together with their details, e.g., regarding services used. The analyses serve us alone and are not disclosed externally, unless they are anonymous analyses with summarised, i.e., anonymised values. Furthermore, we take the privacy of users into consideration and process the data for analysis purposes as pseudonymously as possible and, if feasible, anonymously (e.g., as summarised data).

## Hosting

The services for hosting and displaying the App are partly provided by our service provider Amazon Web Services ([AWS](#)) as part of processing on our behalf. Unless otherwise explained in this privacy policy, all access data and all data collected in forms provided for this purpose on this APP are processed on their servers. If you have any questions about our service providers and the basis of our relationship with them, please contact us.

## Changes to this policy

If we make changes to this privacy policy, we will post the revised policy here with the current revision date. If we make material changes to this policy, we may also notify you by other means, such as by email or by posting a notice on our home page.

## Contact

We value your opinion. If you have any comments or questions about our privacy policy, please email them to [info@linkapp.se](mailto:info@linkapp.se).