

Privacy Policy

At <http://www.tracerr.com> we know that you care about how your personal information is used and shared, and we take our responsibility for the security of your personal information seriously.

We provide this notice to better help you understand our online information practices and policies.

The Information We Collect

- a. QR Code Content: If you choose to create a QR code using <http://www.tracerr.com>, we will collect and store the information you enter into the QR code on our server in order to facilitate the effective operation, delivery and management of the QR code created. Some QR Code data types, such as the vCard QR code data type, require you to supply personally identifiable information to be encoded into the QR code, and this information will also be stored on our server.
- b. Registered Users: If you choose to sign up as a paid subscriber of <http://www.tracerr.com> we will ask to you to provide personally identifiable information and contact details sufficient to reasonably identify you as the authorized account holder, satisfy the identity requirements of Paypal (our payment service provider), and to facilitate the effective operation of the services offered to you as a subscriber.
- c. Email Information: If you choose to correspond with us via email, we may retain the content of your email messages together with your email address and our responses to you.
- d. Automatically Collected Information: The <http://www.tracerr.com> website automatically records information including the hardware device, browser, and operating system you are using, your IP address, how you interact with the website, and the pages on it that you visit. This analytics data is collected in a manner that renders it anonymous and not personally identifiable.
- e. Cookies: As you visit and browse the <http://www.tracerr.com> website, cookies are used to differentiate your actions from those of other users for the purpose of storing user preferences, tracking user trends, maintaining session log-ins, and monitoring the status of website processes. Cookies do not gather personal information about you and we do not intentionally request or store any personal information that your browser may offer to us.

We do not store credit card information. All transactions are processed by PayPal and your credit card details are stored by them. Please refer to the Paypal privacy policy for more information.

How We Use The Information We Collect

At <http://www.tracerr.com> we use the information we collect for the purpose of conducting the day-to-day operation of our business activities, delivering products and services to you, processing payments received from you, monitoring the use of our website, and improving our website content and service offerings to better meet the needs of our users.

Occasionally we may also use the information we collect to notify you about important changes to our website, new services, and special offers. You may notify us at any time by email if you do not wish to receive these notifications.

Disclosure of Information

Your personal information will not be rented, sold or transferred to unrelated third parties, however we may release information when we believe, in good faith, that such release is reasonably necessary to:

- a. Comply with a lawful request or requirement including the reporting of suspected illegal activity where there is a mandatory requirement or an obligation for us to do so
- b. Enforce or apply the terms of binding agreements with our users, vendors, or commercial partners.
- c. Protect the rights, property or safety of our website, our business operations, or our users with particular reference to identity theft, fraud, or credit risk.

Your personal information may also be shared, as we deem appropriate, with trusted third parties who assist us in the operation of our website, the facilitation of payment processing, the conduct of our day-to-day business activities, and the delivery of our products and services to you. Once shared, that information

becomes subject exclusively to the privacy policies of the parties concerned.

Aggregated non-identifiable trend data sourced from user QR code creation, QR usage, and your interaction with the <http://www.tracerr.com> website may be released, at our sole discretion, to reputable thirdparties, or published by us, for planning, management, marketing or information purposes.

Self-Disclosure By Users

<http://www.tracerr.com> cannot, and will not, be held responsible, liable or accountable for the release of your personal information that is the direct result of you making publicly available any QR code that created on our website, and that links to, or contains, that personal information. Your use of the website, and the creation of QR codes on it, acknowledges your acceptance and understanding of this.

Security Of Data To safeguard the information we collect about you we have put in place appropriate physical, electronic, technical and management procedures and protocols to secure our servers against unauthorised access and to maintain the accuracy and integrity of the information and data so stored.

Please note that information we collect about you is stored and processed on our servers in India, and the laws pertaining to the storage and protection of personal information in India may be more or less stringent than equivalent laws in your country. If you are not located in India, by using the website you hereby consent to the transfer across international boundaries of the information we collect about you.

Links To Other Websites

We have included links on the website for your use and reference and you should be aware that the privacy policies of these websites may differ from our own. We cannot, and will not, be held responsible, liable or accountable for the way in which your personal information is managed, stored or secured by these websites.

Children

We comply with the requirements of COPPA (Children's Online Privacy Protection Act) and we do not intentionally or knowingly collect personally identifiable information from children under the age of 14. As a general policy we ask that minors do not submit personally identifiable information to us and only use our website with the permission of, and/or under the supervision of, a parent or guardian.

Acquisition or Changes in Ownership

In the event that the <http://www.tracerr.com> website, the underlying business, or a substantial portion of its assets, is acquired by, sold to, or merged with another entity, the information that we have collected about you as a user of the <http://www.tracerr.com> website will be considered an asset of the business and will be transferred into the ownership of said entity.

Your Consent

By using our website, you consent to the collection and use of this information by <http://www.tracerr.com>. If we change our privacy policy, we will update this document so that you are always aware of what information we collect, how we use it, and under what circumstances we disclose it.

Questions and Feedback

Please contact us on support@tracerr.com if you have any questions or feedback related to our Privacy Policy.