

Privacy Policy

This privacy policy describes how LiPHY Communications Limited treat customer's personal information on its website and mobile apps where it is located (referred to as platforms). Your use of this platform indicates you agree to our collection, use and disclosure of your information as described in this policy.

What type of information we may collect

- Information about your device, which includes but is not limited to your device model, OS type, version and language.
- The information that you provide when registering an account on our platform, which includes but is not limited to your email, age, gender, occupation and address.
- The information we collect when you use the service provided by our platform which includes but is not limited to the
 - Location information that may be collected via GPS.
 - Information about other devices via Bluetooth and WiFi that operate near your device running our platform.
 - Information related to the LiPHY enabled devices that you interact with using our mobile application including the log data/scan history (referred to as "Bookmarks") with scan location, date, time and the LiPHY ID of the product/device that you scanned, the URL and the image content (referred to as "Preview Image") you downloaded via our mobile application and any third party(ies) websites that you visit associated with that LiPHY ID that are provided to you by the mobile application as part of the service.

How we use the collected information

The information we collect can be used to

- Provide the service by sending the contents you require through our platforms.
- To provide necessary software updates, support and other services that you may need related to our platforms.

- To provide and improve the services and/or provide new services to you based on your information and usage history, to create the marketing research/analysis data, and trend analysis data such as taste and usage regarding the service and other service and products, all of which are edited in a form and style that does not personally identify you.
- To disclose and provide research and analysis data collected by our platform to third party(ies) who is offering the service through our platforms so that such third party(ies) can make use of research and analysis data on its marketing activities related to the service.

How we protect your information

We take reasonable measures to protect your personal information in an effort to prevent loss, misuse and unauthorized access, disclosure, alteration and destruction. Please be aware, however, that despite our efforts, no security measures are perfect or impenetrable and no method of data transmission can be guaranteed against any interception or other type of misuse.

Changes to our privacy policy

This Privacy Policy may change from time to time. If we decide to change this private policy, we will provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of our platform and its services following the posting of changes will mean you accept those changes.

Contact us

If you have any questions or concerns regarding privacy using our platform and related services, please send a detailed message to: support@liphy.io