



Privacy Policy



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This Privacy Policy describes the information collected by Applied Systems Ltd. (hereafter referred as “we,” “us” or “our”) through our websites and mobile apps.

We take user trust seriously and recognize the importance of privacy concerns especially in the digital environment. With this in mind, we have adopted this Privacy Policy to clarify the following issues:

- *ways of collecting and using such information;*
- *protecting it from unauthorized access;*
- *terms of sharing and disclosure.*

1. TYPES OF COLLECTED DATA

1.1. On our website and apps, we collect personal information in **two forms**.

- Personally identifiable information is the information that can be used to identify or contact an individual, whether online or offline, including, but not limited to name, email, phone number and company. We expressly request you to provide these data in connection with certain activities.
- Non-personally identifiable information is the anonymous information that is automatically collected from your computer, mobile or other devices. This information includes nonpersonal data about visiting websites or apps such as date and time of sessions, pages viewed, IP-address, type of browsers and OS used.

2. PRIVACY PRINCIPLES

2.1. Our Privacy Policy is based on the following principles:

- 2.1.1.** You are free to choose whether or not to engage in any activity on our website and apps that involves your submission of personal information;
- 2.1.2.** We use the anonymous information that is automatically collected from users’ devices;
- 2.1.3.** Third parties that we use to assist with the website and apps are required to follow this Privacy Policy;
- 2.1.4.** We use the anonymous information that is automatically collected from your device, such as a computer's Internet Protocol address, a mobile device identifier, operating system, to support internal operations so that we can understand and monitor the usage and improve the performance of our website and apps.

3. COLLECTION AND USAGE OF DATA

3.1. We may use third party analytics services such as Google Analytics, to collect and use certain data including, but not limited to:

- device properties, including, but not limited to IP address, Media Access Control (“MAC”) address and unique device identifier or other persistent or non-persistent device identifier (“Device ID”);
- progress, time spent in apps and websites;
- other non-personal data as reasonably required to enhance our apps and websites.

3.2. We use the anonymous information that is automatically collected to support the internal operations of the web site and apps. Internal operations include the following:

- to monitor metrics such as total number of visitors and traffic;
- to understand which activities and services are most popular;
- to understand the pages where visitors enter our site and the pages viewed;
- to recognize the browsers used to visit our website, so that the content is adapted for the relevant browser; and
- to diagnose and fix technology problems.

3.3. We retain the data collected pursuant to this Privacy Policy for the period necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. We may disclose personal and non-personal data to our partners and contractors for purposes of analyzing usage of our apps and website, providing customer and technical support, managing and providing other services. We share this information in an aggregated and anonymized manner such that will not in any way identify a user. Except for what is stated in this Privacy Policy, we don’t sell, share, rent or provide personal identifiable information to the third parties.

3.4. We may disclose your personally identifiable information, or use it in other ways to contact you, if it is needed or required by law to

- to comply with regulatory requirements or upon the request of public authorities;
- to protect our property rights

- iii. to enforce our corresponding service agreement;
- iv. to protect personal safety or interests of our employees.

In addition, we may disclose your personally identifiable information with law enforcement or other appropriate third party agencies in connection with a criminal investigation, investigation of forgery, intellectual property rights violations or other suspected illegal activities, or for any other reason, if it is required or advisable under applicable legislation, or at our own discretion, if we find this necessary to protect the legal interests of Applied Systems Ltd.

4. DATA PROTECTION

We follow generally accepted industry standards and maintain reasonable safeguards to attempt to ensure the security, integrity and privacy of the information in Applied Systems' Ltd. possession. Only those persons with a need to process users' personal data in connection with the fulfillment of their tasks in accordance with the purposes of this Privacy Policy and for the purposes of performing technical maintenance, have access to users' personal data in Applied Systems' Ltd. possession.

5. FINAL PROVISIONS

We reserve the right, at our full and complete discretion and without prior notice, to change, modify, amend, add, subtract, or otherwise remove portions of its Privacy Policy at any time and for any or no reason.. If we change Privacy Policy, these modifications apply to all the data, collected after these changes come into effect. Should you have objections against changes in this Privacy Policy, submit us an email notice.

If you have questions about this Policy, please, contact us at info@appsys.net.