

Privacy Policy

This Privacy Policy describes how Minoan Experience, Inc. (the “Company,” “we,” or “the extension”) collects, uses, and discloses your Personal Information when you use our Chrome extension.

Collecting Personal Information

When you use the extension, we collect certain information about your device, your interactions with the extension, and data necessary to enhance your experience. Additionally, if you contact us for support, we may collect relevant information to assist you. "Personal Information" refers to any data that uniquely identifies an individual. Below is a breakdown of the types of Personal Information we collect and why.

Device Information

- **Examples of Personal Information collected:** Browser version, IP address, time zone, cookie data, pages viewed, search terms, and interactions with the extension.
- **Purpose of collection:** To ensure proper functionality of the extension, conduct analytics to enhance user experience, and to personalize the service for users.
- **Source of collection:** Automatically collected through cookies, log files, web beacons, tags, or similar tracking technologies.
- **Disclosure for a business purpose:** Shared with analytics and service providers assisting in improving our extension.

Usage Information

- **Examples of Personal Information collected:** User activity within the extension, browsing behavior, engagement patterns, and visits to other industry providers.
- **Purpose of collection:** To personalize recommendations, improve functionality, and optimize the user experience.
- **Source of collection:** Automatically collected during usage.
- **Disclosure for a business purpose:** Shared with analytics providers to refine our recommendation system.

Customer Support Information

- **Examples of Personal Information collected:** Name, email address, and any details you provide when contacting support.
- **Purpose of collection:** To assist with inquiries and troubleshoot issues.
- **Source of collection:** Directly from you.

- **Disclosure for a business purpose:** Shared with our customer support platform, if applicable.

Minors

The extension is not intended for individuals under the age of 18 (“Minors”). We do not knowingly collect Personal Information from Minors. If you believe a Minor has provided us with Personal Information, please contact us to request deletion.

Sharing Personal Information

We may share your Personal Information with third parties under the following circumstances:

- **Service Providers:** We may disclose your information to trusted third-party service providers who assist in essential business operations, such as analytics, customer support, and performance optimization.
- **Legal Obligations:** If required by law, regulation, or in response to a valid legal request, we may disclose your Personal Information to relevant authorities.
- **Business Changes:** In the event of a company merger, acquisition, or sale of assets, your information may be transferred to the new entity, subject to the terms outlined in this policy.

We use Personal Information to deliver targeted content and advertisements that align with your interests. For example:

- We use analytics tools to understand how users interact with our extension.
- We may share anonymized usage data with advertising partners to improve ad relevance.

You can opt out of targeted advertising through these links:

- Google Ads: <https://www.google.com/settings/ads/anonymous>
- Digital Advertising Alliance: <http://optout.aboutads.info/>
- Network Advertising Initiative: <https://optout.networkadvertising.org/?c=1>

Using Personal Information

We use your Personal Information to enhance and personalize your experience with our extension. This includes:

- Recommending relevant content or products
- Optimizing extension functionality
- Conducting usage analysis
- Communicating important updates

Lawful Basis (For Users in the EEA)

We process Personal Information under the following legal bases:

- Your consent
- Performance of a contract
- Compliance with legal obligations
- Legitimate business interests that do not override user rights

Retention

We retain Personal Information for as long as necessary to fulfill the purposes outlined in this policy, unless a longer retention period is required by law.

Automatic Decision-Making

We do not engage in fully automated decision-making that has a legal or otherwise significant effect on users.

Your Rights

Depending on where you reside, you may have the right to request access to, modification of, or deletion of your Personal Information. To exercise these rights, please contact us at the details provided below.

Cookies

We use cookies and similar tracking technologies to improve the extension experience. You can manage your cookie preferences in your browser settings.

Do Not Track

We do not respond to "Do Not Track" signals, as there is no industry standard for how to handle such requests.

Changes

We may update this Privacy Policy periodically to reflect operational, legal, or regulatory changes. An updated version will be posted here and will take effect upon posting.

Contact

For questions or concerns about our privacy practices, please contact us at:

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Jersey City, NJ 07302

Email: tech@minoanexperience.com

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