

Privacy Policy and Cookies

General Information

Activeverse.app Sp. z o.o. ensures the security of data, including personal data, of users visiting the website nicci.app. The information below guarantees the confidentiality of personal data and its proper use.

To enhance the accessibility of the Privacy and Cookies Policy, we have replaced the term "User" with "You" and "Administrator" with "We". Subtitles have also been introduced to facilitate finding the information you are interested in.

This Privacy and Cookies Policy specifically covers the website nicci.app owned by Activeverse.app Sp. z o.o. and all other websites owned by us (hereinafter referred to as "Website" or "Websites").

Personal Data Administrator

Activeverse.app Sp. z o.o., with its registered office in Poznań at ul. Głogowska 31/33, 60-702 Poznań, entered into the National Court Register by the District Court Poznań-Nowe Miasto and Wilda in Poznań, VIII Commercial Division of the National Court Register under the number KRS 0000932699, NIP 7792414027, REGON 302447233, is the administrator of your personal data.

You can also contact us at contact@nicci.app

Data Protection Officer

To enhance the security of your personal data, we have appointed a Data Protection Officer, Mr. Tomasz Gałczyński. You can contact him via email at dpo@activeverse.app or by phone at +48 533 411 806 or +48 795 660 190.

Personal Data We Collect

Providing personal data is voluntary, but if you want to use our services, it is necessary to enter into and fulfill the agreement. If required by law, we may request additional data for accounting or tax purposes. Otherwise, providing data is voluntary.

We collect information about you from various sources:

Information You Provide:

We require the following personal data to enter into and properly perform the agreement with you:

- Email address
- First name (not always)

If, for any reason, you do not provide this personal data, we will not be able to enter into an agreement with you, and you will not be able to use our services. If required by law, we may request additional data for accounting or tax purposes. Otherwise, providing data is voluntary.

In addition to the information necessary to enter into and fulfill the agreement, you may also provide:

- Correspondence information: You may provide some personal data when contacting us via email, using contact forms on the Website, or contacting us via traditional mail, fax, or other non-network means.
- Survey information: If you participate in any surveys, you may provide some personal data as part of your response, unless you respond anonymously.
- Information shared in your posts: You may share personal data when commenting on the Website or participating in general discussions.

Automatically Collected Information:

Some information is collected automatically when you use the Website, as described in the Cookies section. This information includes:

- IP address of the device accessing the Platform
- Page visited directly before visiting the website
- Specific actions taken on the Website, including visited pages, streaming, connecting to a Facebook or Google+ account, posting comments, or conducting searches
- Any search terms you may enter on the Website
- Time, frequency, and duration of your visits to the Website
- Type of browser and operating system
- Type of device accessing the Website (personal computer or mobile device) and device identifier (ID)
- Information collected through cookies and similar technologies, as described in the Cookies section
- Information about interactions with email messages, such as opening, clicking, or forwarding email messages.

How We Use Your Data

Your personal data will be processed for the following purposes:

- Providing you with our services for your use; the legal basis for this processing is that it is necessary to enter into an agreement with you and perform it.
- Managing and improving our business, including managing and improving the Website, enhancing our offerings, detecting and preventing financial abuse, and other abuses; the legal basis for this processing is our legitimate interest.
- Personalizing the content provided, including personalizing offers and advertisements visible on the Website; in this case, depending on the situation, the legal basis for data processing may be your consent or our legitimate interest.
- Contacting and interacting with you, including responding to inquiries and comments; in this case, depending on the situation, the legal basis for data processing may be your consent or our legitimate interest.
- Resolution of disputes, consideration of complaints or claims, by which we mean handling complaints, legal claims, or disputes involving you or us – in this case, depending on the specific situation, the legal basis for data processing may be your consent or our legitimate interest.
- Fulfillment of obligations imposed on us by legal regulations, e.g., tax laws – in this case, the legal basis for data processing will be that processing is necessary to fulfill a legal obligation incumbent upon us.

Sharing Your Data

We may and most likely will share your personal data with:

- Individuals who collaborate with us based on civil law agreements
- Courier and postal service providers
- Providers of electronic payment services
- Providers ensuring our IT and network infrastructure
- Providers of technologies used by the Website
- Accounting service providers
- Other entities if it is necessary to achieve the purposes of data processing.

We may also share your data in the following circumstances:

- If the law or public authority requires us to disclose personal data or for the purposes of justice;
- If we need to disclose personal data to establish, exercise, or defend our rights (this includes disclosing personal data to others to prevent fraud);
- In the case of restructuring, sale, or transfer of business ownership (or part of it), e.g., in connection with an acquisition or merger.

Each time, the narrowest possible scope of your data necessary to achieve the purpose of data processing and fulfill our obligations will be disclosed.

Your Rights

You have the right to:

- Access the content of your personal data
- Correct them
- Delete them
- Limit processing
- Data portability
- Withdraw consent (if processing is based on it) at any time without affecting the lawfulness of processing carried out based on consent before its withdrawal.

You also have the right at any time to object – for reasons related to your particular situation – to the processing of your personal data based on our legitimate interest, including profiling. If you object, we will no longer process this personal data unless we can demonstrate compelling legitimate grounds for processing that override your interests, rights, and freedoms, or grounds for establishing, pursuing, or defending claims.

If your personal data is processed for direct marketing purposes, you have the right to object at any time to the processing of your personal data for such marketing, including profiling, to the extent that processing is related to such direct marketing. If you object to processing for direct marketing purposes, we may no longer process your personal data for these purposes.

To exercise your rights, contact the Data Protection Officer.

You have the right to lodge a complaint with the supervisory authority, especially in the EU member state of your habitual residence, your place of work, or the place of the alleged violation if you believe that the processing of your personal data violates the law. The list of supervisory authorities is available at the link [provide the link].

International Data Transfers

Personal data may be transferred and stored in a destination outside the European Economic Area ("EEA"). It may also be processed by entities operating outside the EEA who work for the Administrator or one of its subcontractors. In such cases, the Administrator ensures compliance with privacy rights.

In such cases, the transfer to a third country or international organization, depending on the circumstances of the case, will take place on the basis of the principles set out in Articles 44-49 of the GDPR, i.e., in particular, on the basis of an adequacy decision by the European Commission confirming the appropriate level of data protection in the third country, binding corporate rules, or standard data protection clauses adopted by the European Commission.

To obtain a copy of personal data transferred to a third country, please contact the Administrator.

Data Retention Period

If we process your personal data in connection with the performance of a contract between us, we will keep it for the duration of the contract but not less than until the expiration of any claims that may arise from it.

If we process your personal data in connection with our legitimate interest, we will keep it until the expiration of such legitimate interest, the expiration of cookie files, or until you object to such processing (please refer to the information on the right to object).

If we process your personal data in connection with our legal obligations, we will keep it for the period specified in the legal provisions regarding the legal obligation for which the data is processed.

Personal data processed based on your consent will be stored for a period of three (3) years from the date of giving consent or until consent is withdrawn, whichever occurs earlier.

If your personal data is processed on more than one legal basis (performance of a contract, our legitimate interest, legal obligation, or your consent), we will stop storing them when none of these bases applies.

Minors

The Website is not intended for children. Persons under 18 years of age may not use the Website. We do not intentionally collect any personal data of individuals under 18 years of age, nor do we allow them to use the Website. If we notice that we have collected personal data of a person under 18 years of age, we will delete it immediately. If you have reason to believe that we may have collected such personal data, please contact the Data Protection Officer immediately.

Cookies

To facilitate the use of our website, we use "cookies." Cookies are small text files that a website places on a user's disk or in their browser. A cookie usually contains the name of the website from which it originates, the "lifetime" of the cookie (i.e., its lifespan), and a randomly generated unique number used to identify the browser from which the connection to the website is made.

What do we use cookies for?

We use cookies for the following purposes:

- To provide you with access to the services you are looking for on our Websites,
- To improve our Websites and services,
- To ensure security on our Websites,
- To better present our services for marketing purposes, using anonymous and pseudonymized data,
- And if you have given additional consent, to personalize offers and content for you on the Websites, especially through remarketing.

Depending on the criteria, cookies can be divided into different types.

Due to the time cookies are placed on your end device, we distinguish the following types of cookies:

- Session cookies - they are stored on your telecommunications end device, e.g., phone, laptop, or tablet, only for the duration of your visit to our Website, until you close the browser or log out of the site;
- Persistent cookies - they are stored on your telecommunications end device, e.g., phone, laptop, or tablet, for a specified period or until you delete them.

Due to the origin, we can distinguish the following types of cookies:

- Own cookies (first-party cookies) - cookies placed directly by us when you visit the Websites.
- External cookies (third-party cookies) - By using our Websites, you may receive cookies from cooperating entities that provide services on our behalf.

Due to the necessity to provide the service, we distinguish cookies:

- Essential - are absolutely necessary for the proper functioning of the website or functionalities you want to use.
- Functional - allow us to analyze how you use the Website, e.g., which links you click on and what browser settings you use,

- **Promotional/Business Cookies:** These allow us to better assess the effectiveness of our advertising and marketing activities. These cookies come from our partners whose services we use to analyze and track visits to the website and the effectiveness of applied advertisements. We do not share your personal data with providers of these services except for data collected directly by promotional/business cookies. Please note that data collected in this way may be combined with data collected in other ways by our providers. Such external processing will be subject to the privacy policies applied by our partners.

Below you will find a description of the cookies used by our websites and how you can disable their use.

Essential Cookies:

These cookies are integral to the functioning of the website, facilitating, among other things, the proper display of pages, logging in, and placing items in the shopping cart.

Opt-out: You can configure your browser to reject all cookies. However, opting out may negatively impact the website's performance and functionality.

Google Analytics (Functional Cookies):

Our websites utilize the Google Analytics service provided by Google Inc. to analyze your use of the website, which helps us enhance it. Information collected by Google about your website usage, such as visited subpages, language settings, and operating systems used, will be transmitted to and stored on a Google server in the USA for analysis. The collected data will be anonymized, meaning it won't be associated with your full IP address. We have enabled Google's IP anonymization feature, which truncates the last 8 digits (IPv4) or the last 80 bits (IPv6) of your IP address. Additionally, Google is certified under the EU-US Privacy Shield agreement, ensuring an adequate level of data protection for data processed by Google in the USA.

Opt-out: You can download and install a browser plugin to disable Google Analytics cookies.

Google Ads (Advertising/Business Cookies):

Our websites use Google Ads to advertise our products and services on the Internet. Ads displays ads on other websites you visit based on your interactions with our sites. The cookies used in this process do not allow us to identify you or access your device.

Opt-out: To opt out of these cookies, click on the Google Ads Settings link and follow the instructions.

Hotjar (Functional Cookies):

Our websites use the Hotjar service to better understand your needs and optimize the services provided. Hotjar analyzes the time you spend on specific pages, the links you click, your actions on the site, and your feedback.

Opt-out: To opt out of these cookies, click on the Opt-out link and follow the instructions.

Google DoubleClick (Advertising/Business Cookies):

Our websites use Google DoubleClick cookies to manage the frequency, duration, and timing of ads displayed in your browser, aiding in assessing the effectiveness of our ads.

Opt-out: To opt out of these cookies, click on the Google Ads Settings link and follow the instructions.

Vimeo (Functional Cookies):

Our websites use the Vimeo service to share video recordings. For more information, refer to the Cookie Policy and Privacy of the service.

Opt-out: To opt out of these cookies, click on the Opt-out link.

Snapchat (Functional Cookies):

Our websites use the Snapchat service to assess the effectiveness of our ads. For more information, refer to the Cookie Policy and Privacy of the service.

Opt-out: To opt out of these cookies, use the Snapchat application.

Facebook Pixel:

Our websites use the Facebook Pixel service provided by Facebook Inc. to track your behavior after viewing or clicking on an ad from Facebook. This service helps us assess the impact of Facebook ads for statistical and market research purposes.

Opt-out: To disable Facebook Pixel, click on the Opt-out link.

Additional Information:

Comprehensive information is available in the software settings of your browser. For specific browsers, including Internet Explorer, Mozilla Firefox, Chrome, and Opera, and to disable cookies on mobile devices, click on the appropriate link based on the installed operating system: Android, iOS, BlackBerry, or Windows Phone. Please note that limiting or disabling the use of cookies and similar technologies may affect some functionalities available on the websites. Additional information about cookies and other technologies can be found at youronlinechoices.com, or in the Help section of your internet browser menu. For further information, you may also contact us directly or our Data Protection Officer. We reserve the right to change and update this Privacy and Cookies Policy. We will promptly inform users of any changes. If you continue to use our websites after the changes, you accept the modified rules. In the case of significant changes, we may provide clearer notification or obtain consent in accordance with legal requirements.

Effective Date:

This Privacy and Cookies Policy is effective as of May 24, 2018.