

Privacy Policy Last Updated: 6 March 2025

Flaem.co ("Flaem," or "Company," or "we," or "us," or "our") is committed to protecting and respecting your privacy and personal information. This Privacy Policy describes our practices regarding the collection, use, disclosure, and other processing of your personal information when you visit our websites (<https://flaem.co>, <https://app.flaem.co>, and user landing pages in the format of <https://flaem.co/user>), interact with us, and use our services and products, including our deeplink services (collectively, the "Services"), as well as your privacy rights, including the rights of individuals located in the European Economic Area ("EEA") and the United Kingdom ("UK").

By accessing the Services, you agree to our collection and use of your personal information as described in this Privacy Policy and our Terms and Conditions. However, this does not equate to consent for the processing of your personal information for purposes of EEA and UK data protection laws, for which the legal bases are set out in Section II below.

I. INFORMATION WE COLLECT We collect personal information in the following categories:

- **Personal Identifiers:** Name, email, IP address, usernames, social media handles.
- **Payment Information:** Payment method data collected via our processor (e.g., Paddle).
- **Device and Usage Information:** Browser type, device identifiers, IP address, interactions with our Services, cookies, diagnostics, and metadata.

We collect this information when you:

- Create or manage an account
- Browse our website or app
- Interact with user landing pages
- Use our deeplinking or analytics features
- Contact support or voluntarily provide information

II. HOW WE USE YOUR INFORMATION We use your personal information for:

- Providing access to and performance of our Services
- Managing your account and communications
- Generating and managing deeplinks
- Analyzing usage for service improvement
- Providing customer support
- Security, fraud prevention, and legal compliance

Legal Bases for EEA/UK users:

- Performance of a contract
- Legitimate interests (e.g., analytics, fraud detection)
- Consent, where required

III. COOKIES AND ANALYTICS We use cookies and similar technologies for site functionality, analytics, and advertising. Third parties (e.g., Google Analytics, Meta) may also collect information for advertising and measurement purposes.

You can manage cookie preferences in your browser or via tools such as www.allaboutcookies.org.

IV. HOW WE SHARE INFORMATION We share personal information with:

- Service providers for hosting, analytics, support, and payment processing
- Legal authorities when required by law
- Parties involved in corporate transactions (e.g., mergers or acquisitions)

We do not sell personal information for monetary value.

V. INTERNATIONAL TRANSFERS Our Services are hosted in the US. When using our Services, your information may be transferred to and stored in the US or other countries with appropriate safeguards in place (e.g., Standard Contractual Clauses).

VI. YOUR RIGHTS Depending on your jurisdiction, you may have rights to:

- Access, correct, or delete your data
- Object to or restrict processing
- Request data portability
- Withdraw consent
- Opt-out of certain data uses (e.g., cookies)

To exercise your rights, contact us at privacy@flaem.co. We will verify requests in accordance with applicable laws.

VII. DATA RETENTION We retain personal information only as long as necessary for the purposes outlined in this policy or as required by law.

VIII. SECURITY We implement appropriate technical and organizational safeguards to protect your information. However, no system is 100% secure.

IX. CHILDREN Our Services are not intended for children under 13. We do not knowingly collect information from children under 13.

X. CHANGES TO THIS POLICY We may update this policy periodically. Significant changes will be announced via our Services.

XI. CONTACT US If you have questions or requests related to this Privacy Policy, contact:

Flaem.co privacy@flaem.co