

HABITAT INFO LIMITED – PRIVACY POLICY

Habitat Info Limited, company number 04488884, whose registered office is at Elfed House, Oak Tree Court, Cardiff Gate Business Park, Cardiff CF23 8RS United Kingdom ("**We**" and "**Us**") are committed to protecting and respecting your privacy.

SCOPE OF POLICY

This policy (together with our end-user licence agreement ("**EULA**") as set out at http://www.habitatinfo.com/ardb_terms_of_use/ ("**EULA**") and any additional terms of use incorporated by reference into the EULA (together "**Our Terms of Use**") applies to your use of the African Raptor Observations, mobile application software ("**App**") hosted and located at <https://play.google.com/store> ("**App Site**"), once you have downloaded a copy of the App onto your mobile telephone or handheld device ("**Device**").

Any of the services accessible through the App ("**Services**") that are available on the App Site or other sites of ours including www.habitatinfo.com ("**Services Sites**"), unless the EULA states that a separate privacy policy applies to a particular Service, in which case that privacy policy only applies.

The App will serve your data to the African Raptor Databank Project run by Us (<http://www.habitatinfo.com/ardb>).

This policy sets out the basis on which any personal data We collect from you, or that you provide to us, will be processed by us. Please read the following carefully to understand our views and practices regarding your personal data and how We will treat it.

For the purpose of the Data Protection Act 1998, the data controller is Habitat Info Limited (Information Commissioner's Office registration reference: A1062231).

Information We may collect from you

We may collect and process the following data about you:

- "**Submitted Information**": information that you provide by filling in forms on the App Site and the Services Sites (together "**Our Sites**"), including the Device's telephone number. This includes information provided at the time of registering to use the App or any of the Services, subscribing to any of the Services, posting material or requesting further services. We may also ask you for information when you use the App and when you report a problem with any of Our Sites.
- **Additional information:**
 - (i) If you contact Us, We may keep a record of that correspondence;
 - (ii) We may also ask you to complete surveys that We use for research purposes, although you do not have to respond to them;
 - (iii) details of information you submit through any of Our Sites and of your use of the App; and
 - (iv) details of your visits to any of Our Sites including, but not limited to, traffic data, location data, weblogs and other communication data and the resources that you access.
- **Device information:** We may collect information about the Device or any computer you may use to download or stream a copy of the App onto your Device, including, where available, the Device's or computer's unique Device identifiers, operating system, browser type and mobile network information as well as the Device's telephone number, for system administration and to report aggregate information to our partners. We may associate Device information with Submitted Information and will treat the combined information as personal data in accordance with this policy for as long as it is combined.
- **Location data:** Certain Services included within the App may make use of location data sent to/from the Devices. You can choose not to upload your location data when registering to use the App which will permanently turn off the upload of your waypoints travelled. If you agree to Us using the location data, you consent to Us and our affiliates' and licensees' transmission, collection, maintenance, processing and use of your location data and queries to provide improved Services. You may withdraw this consent at any time by e-mailing Us at info@habitatinfo.com. You may also choose not to record your survey efforts and simply log each raptor sighting as a one-off observation but your survey effort is valuable to the project.
- **Log information:** when you use the Services or view content on Our Sites, We may automatically collect and store certain information in server logs, including but not limited to internet protocol ("**IP**") addresses, internet service provider ("**ISP**"), clickstream data, browser type and language, viewed and exit pages and date or time stamps.
- **Unique application numbers:** when you install or uninstall a Service containing a unique application number or when such a Service searches for automatic updates, that number and information about your installation, for example, the type of operating system, may be sent to Us.

Cookies

Our Sites may use cookies to distinguish you from other users of Our Sites. This helps Us to provide you with a good experience when you use the App or browse Our Sites and also allows Us to improve the App and Our Sites.

Where we store your personal data

The data that We collect from you may be transferred to, and stored at, a destination outside the European Economic Area ("**EEA**"). It may also be processed by staff operating outside the EEA who work for Us or for one of our suppliers. These staff may be engaged in the fulfilment of your request, order or reservation, the processing of your payment details and the provision of support services. By submitting your personal data, you agree to this transfer, storing or processing. We will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this privacy policy.

All information you provide to Us is stored on our secure servers. Where We have given you (or where you have chosen) a password that enables you to access certain parts of Our Sites, you are responsible for keeping this password confidential. We ask you not to share a password with anyone.

Unfortunately, the transmission of information via the internet is not completely secure. Although We will do our best to protect your personal data, We cannot guarantee the security of your data transmitted to Our Sites; any transmission is at your own risk. Once We have received your information, We will use procedures and security features to try to prevent unauthorised access.

We may collect and store personal data on your Device using application data caches and browser web storage (including HTML 5) and other technology.

Certain Services may include social networking, chat room or forum features. Ensure when using these features that you do not submit any personal data that you do not want to be seen, collected or used by other users.

Uses made of the information

We use information held about you in the following ways:

- **Submitted Information:** The information you send Us when you register will be used to distinguish you, your surveys and your records from other users. It will also help Us build a database of people who are interested and concerned about African raptors and who have expertise on certain aspects of their biology or conservation.
- **Additional information:** We will use this information for the purposes of supplying the Services and to improve the Services.
- **Device information:** We will analyse which observers are using which devices to ensure that we are able to keep the App up to date for a majority of devices and operating systems.
- **Location data:** Your location data is essential to Us. In order to monitor changes in raptor numbers over time and across regions, We need to know where you have gone, how far you have travelled across the different habitats and how much time you have spent looking for raptors across these habitats. This data all adds up to provide Us with an estimate of 'observer effort'. Your location data will not be viewable by other users.
- **Log information:** for Google Analytics.
- **Unique application numbers:** for Google Analytics and for the purposes of improving the Services.

We may also use your data, or permit selected third parties to use your data who are involved in the African Raptor DataBank project.

In the future there may be a single database which will hold details on those interested in African raptors. This would involve a merger of Our database with that of the African Raptor Listserver and the African Raptor Newsletter and others. You consent to Us using your data for this purpose. We do not disclose information about identifiable individuals to third parties, but We may provide them with aggregate information about our users (for example, We may inform them that "500 men aged under 30 have used the App on any given day").

Disclosure of your information

We may disclose your personal information to third parties:

- In the event that We sell or buy any business or assets, in which case We may disclose your personal data to the prospective seller or buyer of such business or assets.
- If Habitat Info Limited or substantially all of its assets are acquired by a third party, in which case personal data held by it about its customers will be one of the transferred assets.
- If Habitat Info Limited licences or sells the rights in the App to another third party.
- If We are under a duty to disclose or share your personal data in order to comply with any legal or regulatory obligation or request.
- In order to merge Our database with that of the African Raptor Listserver and the African Raptor Newsletter and others.
- In order to:
- enforce or apply the EULA, Our Terms of Use and other agreements or to investigate potential breaches; or
- protect the rights, property or safety of Habitat Info Limited, our users or others.

Your rights

You have the right to ask Us not to process your personal data for marketing purposes. You can exercise your right to prevent such processing by contacting Us at info@habitatinfo.com.

Our Sites may, from time to time, contain links to and from the websites of our partner networks, advertisers and affiliates (including, but not limited to, websites on which the App or the Services are advertised). If you follow a link to any of these websites, please note that these websites and any services that may be accessible through them have their own privacy policies and that We do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services, such as contact and location data. Please check these policies before you submit any personal data to these websites or use these services.

Access to information

The Data Protection Act 1998 (**the Act**) gives you the right to access information held about you. Your right of access can be exercised in accordance with that Act. Any access request may be subject to a fee of £10 to meet Our costs in providing you with details of the information We hold about you.

Changes to privacy policy

Any changes We may make to our privacy policy in the future will be posted on this page and, where appropriate, notified to you by notifying you of a change when you next start the App or log onto one of the Services Sites. The new terms may be displayed on-screen and you may be required to read and accept them to continue your use of the App or the Services.

Contact

Questions, comments and requests regarding this privacy policy are welcomed and should be addressed to info@habitatinfo.com.