

Privacy Policy for MovieMate

Effective Date: 11/10/2024

At **MovieMate**, your privacy is important to us. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our mobile application, website, or any related services (collectively referred to as the "App"). Please read this Privacy Policy carefully to understand how we handle your personal data.

1. Information We Collect

1.1 Personal Information

When you use MovieMate, we may collect certain personal information, including:

- **Account Information:** If you create an account, we may collect personal details such as your name, email address, and any other information you provide during registration.
- **Device Information:** We may collect information about the device you use to access the App, such as device type, operating system version, unique device identifiers, and mobile network information.

1.2 Usage Data

We automatically collect certain information when you use the App, including:

- **Movie Preferences:** Data on the types of movies you interact with, including your movie ratings, watch history, and preferred genres.
- **Interaction Data:** Information on how you interact with the App, including search queries, recommendations, and usage frequency.

1.3 Third-Party Services

We may use third-party services (e.g., Google Analytics, Firebase) to help us analyze how users interact with the App. These services may collect usage data, such as IP addresses, device types, browsing patterns, and other statistics.

2. How We Use Your Information

We use the collected information to:

- **Provide Movie Recommendations:** To personalize and improve your movie recommendations based on your preferences and activity.
- **Improve User Experience:** To analyze user activity, identify areas for improvement, and enhance the App's performance.
- **Communicate with You:** To send notifications, updates, and respond to customer service inquiries.
- **Marketing and Promotions:** If you have opted in, we may use your information to send promotional offers and advertisements related to movies, events, and related services.
- **Legal Obligations:** We may use your information to comply with legal requirements, enforce our Terms of Service, or protect our rights and interests.

3. Data Retention

We retain your personal data for as long as your account is active or as needed to provide services to you. If you choose to delete your account, we will delete your personal data in accordance with applicable laws and our internal data retention policies.

4. Sharing Your Information

We do not sell, rent, or trade your personal information to third parties. However, we may share your information in the following situations:

- **Service Providers:** We may share your information with trusted third-party service providers who assist us in operating the App, providing services to you, and analyzing usage data. These service providers are contractually obligated to protect your information and use it only for specific purposes related to the services they provide.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to a valid legal process, such as a subpoena, court order, or government request.
- **Business Transfers:** In the event of a merger, acquisition, or sale of all or a portion of our business, your information may be transferred as part of that transaction.

5. Data Security

We implement reasonable technical and organizational measures to protect your personal information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the Internet or method of electronic storage is 100% secure, and we cannot guarantee absolute security.

6. Your Rights

Depending on your location, you may have certain rights regarding your personal data, including:

- **Access:** You can request a copy of the personal information we have collected about you.
- **Correction:** You can request that we correct any inaccuracies in your personal information.
- **Deletion:** You can request the deletion of your personal information, subject to certain exceptions.
- **Opt-Out:** You can opt out of receiving promotional communications from us by following the unsubscribe instructions provided in our communications.

To exercise your rights, please contact us at wizpiggies@gmail.com.

7. Children's Privacy

MovieMate is not intended for use by individuals under the age of 13. We do not knowingly collect or solicit personal information from children under 13. If we become aware that we have collected personal information from a child under 13, we will take steps to delete such information.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, services, or legal requirements. When we update the policy, we will post the new version on this page with an updated effective date. We encourage you to review this Privacy Policy periodically.

9. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

Email: wizpiggies@gmail.com