

Privacy Policy

This Privacy Policy describes how Climbing Atlas B.V., a company registered in Amsterdam, the Netherlands with the Dutch Chamber of Commerce number 90020855 ("Climbing Atlas," "we," "us," "our") collects, uses, and discloses personal information when you use the Climbing Atlas smartphone application ("App") and related services. By accessing or using our App, you consent to the collection, use, and disclosure of your personal information as described in this Privacy Policy.

1. Information Collection

We may collect the following types of personal information, including but not limited to:

- First name, last name, and date of birth
- Email address and phone number
- IP addresses
- Any data provided by you through the App
- GPS coordinates, geolocation, and metadata from content you generate via the App.

2. Legal Basis for Processing

The legal basis for processing your personal information is the contractual performance between you and Climbing Atlas. By using our App and agreeing to our Terms and Conditions, you enter into a contractual relationship with Climbing Atlas, and we process your personal information to provide the services outlined in the Terms and Conditions.

3. Purpose of Processing

We collect and use your personal information for the following purposes:

- Providing the services outlined in our Terms and Conditions
- Communicating with you, including customer support and responding to your inquiries
- Personalizing and improving the App and your user experience
- Conducting analytics and research to enhance our services
- Sending promotional and marketing communications, subject to your explicit consent and applicable laws
- Providing location-based services and enhancing your experience on the App.

4. Data Retention

We will retain your personal information only for as long as necessary to fulfil the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. The specific data retention periods for different types of personal information collected by Climbing Atlas will be determined based on the purpose of processing and legal requirements. Once the retention period expires, we will securely delete or anonymize your personal information in accordance with applicable laws and regulations.

5. Data Sharing

We may share your personal information with third-party service providers, such as cloud hosting providers like Amazon Web Services (AWS), to store and process data on our behalf. These service providers are authorized to use your personal information only as necessary to provide services to us.

6. International Data Transfers

We currently do not transfer your personal information to countries outside the European Economic Area (EEA). However, in the future, if such transfers occur, we will ensure appropriate safeguards are in place to protect your personal information, such as standard contractual clauses or the recipient's adherence to an adequacy decision.

7. User Rights

Under the General Data Protection Regulation (GDPR), you have the right to access, rectify, erase, restrict processing, data portability, and object to the processing of your personal information. To exercise these rights or if you have any questions or requests regarding your personal information, please email us at hello@climbingatlas.com.

8. Data Security

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

9. Cookies and Similar Technologies

At present, the App does not use cookies or similar technologies. We will inform you in advance and update this Privacy Policy if we decide to implement such technologies in the future.

10. Third-Party Services

We may use third-party services for marketing purposes, such as Instagram, Facebook, Reddit, or other similar platforms. Please note that these third-party services have their own privacy policies and terms of use. We recommend reviewing their policies before interacting with them.

11. Data Subject Requests

To exercise your rights under the GDPR, including accessing, rectifying, or deleting your personal information, or to lodge a complaint, please email us at hello@climbingatlas.com. We will respond to your request as required by applicable data protection laws.

12. Notification of Changes

We may update this Privacy Policy from time to time to reflect changes in our practices and services. We will notify you of any material changes either by email or through the App or our website.

13. Contact Information

If you have any questions, concerns, or requests regarding this Privacy Policy or the handling of your personal information, please contact us at hello@climbingatlas.com.