

Last Modified: 16 January 2025

## **WTRway World Legal - Privacy - Data Collection and Storage Policy**

### **Introduction**

At WTRway World, we value your privacy and are dedicated to protecting your personal information. This policy outlines our practices regarding data collection, storage, and user consent, ensuring compliance with relevant laws and regulations, including the General Data Protection Regulation (GDPR).

### **Data Collection and User Consent**

#### 5.1.1(ii) Permission

#### **User Consent for Data Collection:**

- We collect user data only with your explicit consent. This includes personal data such as your name, email, gender, and birthdate, as well as location data necessary for app functionality.
- Consent is obtained through clear and complete purpose strings that describe how and why your data is collected, stored, and used.

#### **Anonymous Data:**

- Even if data is considered anonymous at the time of or immediately following collection, we still secure user consent for the collection.

#### **Paid Functionality:**

- Access to paid features of the app is not dependent on or conditioned upon your consent to data collection. You can enjoy all paid functionalities without being required to grant access to your data.

#### **Withdrawing Consent:**

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- You have the right to withdraw your consent to data collection at any time. We provide an easily accessible and understandable method to do this within the app settings.

Purpose Strings:

- Our purpose strings clearly and completely describe our use of the data. They provide examples of how data will be used, ensuring transparency and clarity.

Legitimate Interest under GDPR:

- For data collected under legitimate interest as per GDPR or similar statutes, we ensure full compliance with all terms of the law, including providing clear information on data use and your rights regarding data processing.

## **Data Use and Purpose**

Location Data:

- Purpose: To provide accurate navigation and location services.

- Example: Your location data allows us to match you with the nearest captains and vessels, ensuring timely and precise service.

Notifications:

- Purpose: To keep you updated on trip status, upcoming bookings, and relevant marketing information.

- Example: We send notifications about your booking details, special offers, and updates on your trips.

Personal Data:

- Name, Email, Gender, Birthdate: Used for user account creation, personalized service, and communication.

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- Encryption: All personal data is encrypted during transmission and storage to ensure your privacy and security.

## Data Storage and Security

### Data Encryption:

- We use industry-standard encryption methods to protect your data during transmission and storage, ensuring your information is secure from unauthorized access.

### Data Retention:

- We retain your data only for as long as necessary to fulfill the purposes for which it was collected, including legal, accounting, or reporting requirements.

### Access and Control:

- You have the right to access, update, or delete your personal data at any time. We provide tools within the app to manage your data and privacy settings.

## Compliance with Regulations

### GDPR and Similar Statutes:

- We comply with all relevant data protection laws, including GDPR. This includes securing user consent, providing clear purpose strings, and ensuring your rights to access, update, or delete your data.

## Updates to This Policy

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- We may update this policy from time to time to reflect changes in our practices or legal requirements. We will notify you of any significant changes and obtain your consent where applicable.

## **Contact Us**

If you have any questions about this Legal - Privacy - Data Collection and Storage Policy or wish to exercise your rights, please contact us at:

WTRway World Support Team

Email: [info@wtrwayworld.com](mailto:info@wtrwayworld.com)

Thank you for trusting WTRway World with your data. We are committed to providing you with a safe and enjoyable boating experience.

## **Example of Purpose String for Location Data**

Location Data: "WTRway World requires access to your location to provide accurate navigation and match you with nearby captains and vessels. For example, we use your location to ensure you receive timely and precise service during your boating adventures."

Notification Data: WTRway World sends notifications to keep you updated on your trip status, upcoming bookings, and special offers. For instance, you will receive alerts about your booking details and any changes to your trips."

By following this policy, we ensure that your data is handled with the utmost care and transparency, providing you with control over your information and a secure, personalized experience with WTRway World.