

Privacy Policy

Effective Date: 03/10/2024

Introduction

At **Farsight Media Watch** ("we," "our," or "us"), we are committed to protecting your privacy. This Privacy Policy outlines how we collect, use, and safeguard your information when you use our mobile application (the "App"). By using the App, you agree to the collection and use of information in accordance with this policy.

1. Information We Collect

When you use our App, we may collect the following types of information:

- **Personal Identification Information:** This may include your name, email address, phone number, and any other information you voluntarily provide when registering for an account or interacting with our App.
- **Device Information:** We may collect information about the mobile device you use to access the App, including the device model, operating system, unique device identifiers, and mobile network information.
- **Usage Data:** This includes information about how you use the App, such as pages visited, features accessed, time spent, and other similar usage patterns.
- **Location Data:** With your consent, we may collect and use information about your location to provide location-based services. You can enable or disable location services at any time through your device settings.
- **Cookies and Tracking Technologies:** We may use cookies or similar tracking technologies to collect data about your use of the App. You can adjust your device settings to refuse these technologies if desired.

2. How We Use Collected Information

We may use the information collected from you in the following ways:

- To provide, maintain, and improve the functionality of the App.
- To personalize your experience and provide you with content and features tailored to your preferences.
- To communicate with you, including sending notifications, updates, and other relevant information.
- To analyze user behavior and trends to improve the App's performance and offerings.
- To comply with legal obligations or to respond to lawful requests and prevent fraud or illegal activity.

3. Data Security

We are committed to protecting your personal information. We implement security measures to safeguard your data from unauthorized access, alteration, or destruction. While we strive to use commercially acceptable means to protect your information, no method of transmission or electronic storage is completely secure, and we cannot guarantee absolute security.

4. Sharing of Personal Information

We do not sell, trade, or rent users' personal identification information to others. However, we may share your information with third parties in the following scenarios:

- **Service Providers:** We may share information with trusted third-party service providers who help us operate the App, perform analytics, or assist with communication on our behalf.
- **Legal Requirements:** We may disclose your information if required to do so by law or in response to valid legal requests by public authorities.

5. Your Data Privacy Choices

You have the right to:

- Access, update, or delete the personal information we have collected about you.
- Withdraw consent to data collection practices where consent has been provided (e.g., location tracking).
- Opt out of receiving communications by following the unsubscribe instructions provided in our emails or within the App.

6. Third-Party Links

Our App may contain links to third-party websites or services that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We are not responsible for the content or privacy practices of these third-party websites and services.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted in the App, and the updated policy will reflect the new effective date. Your continued use of the App after any modifications constitutes your acknowledgment and acceptance of the updated policy.

8. Contact Us

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

Farsight Media Watch

info@farsightmediawatch.com

Nairobi, Kenya