

## **1. General provisions**

1.1. In this privacy policy, the following terms have the following meanings:

- "Administration" - the Contractor's public offer addressed to any individual or legal entity to conclude a service agreement with him/it (hereinafter referred to as the "Agreement")
- "Service" - a website hosted on the Internet at address <https://pro.livedune.com>
- "User" - an individual using the Service
- "Account" - a social media account owned by the User.
- "Policy" - Privacy policy

1.2. The use of the Service, as well as its individual functions, means the User's unconditional consent to this Policy and the conditions for processing his personal data specified therein; in case of disagreement with these conditions, the User must refrain from using the Service.

1.3. The Administration is committed to respect the confidentiality and inviolability of personal data and other information that the Administration receives from users of our Service.

1.4. The privacy policy of personal data (hereinafter referred to as the Policy) applies to all information that the Administration can receive about the User while using the Service, as well as during the execution by the Site Administration of any agreements and contracts with the User.

## **2. Processing and confidentiality of the user's personal data**

2.1. This Policy establishes the obligations of the Site Administration for non-disclosure and provision of a regime for protecting the confidentiality of personal data that the User provides when using the Service.

2.2. Consent is given to the processing of personal data both without the use of automation tools and with their use.

2.3. Consent is given to the processing of the following personal data:

- Email address;
- Information received from the User's social media.

2.4. Personal data is not publicly available.

2.5. The basis for the processing of personal data is Article 24 of the Constitution of the Russian Federation; Article 6 of the Federal Law No.152-FZ "On Personal Data"; other federal laws and regulations.

2.6. During processing, the following actions will be performed with personal data: collection, recording, systematization, accumulation, storage, clarification (updating, changing), extraction, use, depersonalization, blocking, deletion, destruction.

2.7. The processing of the User's personal data is carried out without time limit, in any legal way, including in personal data information systems using automation tools or without using such tools.

2.8. With regard to the User's personal data, their confidentiality is maintained, except in cases where the User voluntarily provides information about himself for general access to an unlimited number of persons. When using certain functions of the Site, the User agrees that a certain part of his personal information becomes publicly available.

## **3. Purposes of collecting the user's personal data**

3.1. The Site Administration collects and stores only those personal data that are necessary to provide full or partial functionality of the Site or to fulfill agreements and contracts with the User.

3.2. The purpose of processing personal data is to conduct advertising campaigns, marketing and other statistical research, as well as notification of news and other events from the Contractor.

3.3. The Administration is not entitled to transfer the received personal data to third parties

## **4. Use of user authorization data in social media**

4.1. The User can log in to the following social media using OAuth technology to provide the Service with access to user data: Facebook, Instagram (via Facebook), VKontakte, Odnoklassniki, Twitter and YouTube;

- 4.2. The data received via OAuth is stored in the database of the Service and is updated hourly while the User's tariff plan is active on the Service;
- 4.3. The data is used to collect, store and display in a graphical or tabular form for the User;
- 4.4. The data collected by the Service is divided into public and private. Private data are those that can only be obtained by authorizing the user in one of the social media via OAuth. Such data may include: information about the audience of the account, reach statistics, etc. Only the Owner has access to private data;
- 4.5. The Administration has the right to use private data to provide competent technical support to the User;
- 4.6. The administration has no right to transfer private data to third parties;
- 4.7. The Administration has the right to use private data for marketing purposes with the prior permission of the User;
- 4.8. The user can revoke access to his social media data on the following pages:
  - 4.8.1. Facebook and Instagram - [https://www.facebook.com/settings?tab=business\\_tools](https://www.facebook.com/settings?tab=business_tools)
  - 4.8.2. VKontakte - <https://vk.com/settings?act=apps>
  - 4.8.3. Odnoklassniki - <https://ok.ru/settings/oauth>
  - 4.8.4. Twitter - <https://twitter.com/settings/applications>
  - 4.8.5. YouTube - <https://myaccount.google.com/permissions>
- 4.9. Social media privacy policy:
  - 4.9.1. Facebook and Instagram - [https://www.facebook.com/legal/FB\\_Work\\_Privacy](https://www.facebook.com/legal/FB_Work_Privacy)
  - 4.9.2. VKontakte - <https://vk.com/privacy>
  - 4.9.3. Odnoklassniki - <https://ok.ru/privacypolicy>
  - 4.9.4. Twitter - <https://twitter.com/privacy>
  - 4.9.5. YouTube - <https://policies.google.com/privacy>
- 4.10. Information about the terms of use of YouTube can be found on the following pages:
  - 4.10.1. <https://www.youtube.com/t/terms>
  - 4.10.2. <https://developers.google.com/youtube/terms/developer-policies>
  - 4.10.3 <https://developers.google.com/terms/api-services-user-data-policy>

## **5. Changing and deleting personal data.**

- 5.1. The User can at any time change or delete the personal data provided by him or part of it by contacting the support service by E-mail [support@livedune.com](mailto:support@livedune.com)
- 5.2. The User can at any time close the possibility for other Users of the Service to view the statistical data of their social media Accounts.

## **6. Processing of personal data using cookies**

- 6.1. Cookies transmitted by the Site Administration to the User's technical devices can be used to provide the User with personalized functions of the Service for statistical and research purposes, as well as to improve the Service.

## **7. Measures applied to protect the user's personal data**

- 7.1. The site Administration takes the necessary and sufficient organizational and technical measures to protect the User's personal data from unauthorized or accidental access, destruction, modification, blocking, copying, distribution, as well as from other illegal actions of third parties with it.
- 7.2. All employees and partners of the Administration have additional confidentiality and non-disclosure agreements with it.