Data & Cookies Policy

Effective Date: 05/07/2024

At KnowCode, a unit of DigitalSquad LLC ("we," "our," or "us"), we are committed to protecting your privacy and providing transparency about how we handle your data. This Data & Cookies Policy outlines how we collect, use, and store information through our website, services, and applications (collectively, the "Services"), including the use of cookies and other tracking technologies.

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1. Data Collection

1.1 Information We Collect

We collect various types of information to enhance your experience and improve our Services, including:

- **Personal Information:**
  - Name
  - Email address
  - Phone number
  - Payment information
  - Company details (if applicable)
- **Non-Personal Information:**
  - Browser type
  - Device information
  - IP address
  - Operating system
  - Usage data (e.g., pages visited, time spent on the site)
- **Cookies and Tracking Technologies:**
  - Session cookies
  - Persistent cookies
  - Web beacons
  - Pixels

1.2 How We Collect Information

- Information you provide directly when using our Services.
- Information collected automatically through cookies, analytics tools, and server logs.

- Information obtained from third-party sources, such as analytics platforms or advertising networks.

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2. Use of Collected Data

2.1 Purposes of Data Use

We use the collected data for the following purposes:

- To provide and improve our Services
- To personalize user experiences
- To analyze website performance and user behavior
- To process transactions and communicate with users
- To deliver targeted advertising and marketing
- To comply with legal obligations and enforce terms of service

2.2 Legal Basis for Processing Data

We process personal data based on:

- User consent
- Contractual necessity
- Legitimate interests (e.g., improving our Services or preventing fraud)
- Legal obligations

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3. Cookies Policy

3.1 What Are Cookies?

Cookies are small text files placed on your device to store data that can be retrieved by the website or application during your visit or future interactions.

3.2 Types of Cookies We Use

- **Essential Cookies:** Necessary for the functioning of our website and Services.
- **Performance Cookies:** Collect information about how users interact with our site to improve performance.
- **Functional Cookies:** Enable enhanced features, such as remembering preferences or login details.
- **Advertising Cookies:** Deliver targeted ads based on your browsing history and preferences.

3.3 Managing Cookies

You can control cookies through your browser settings. Note that disabling certain cookies may impact the functionality of our Services.

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4. Third-Party Services and Cookies

We may partner with third-party service providers that use cookies and tracking technologies to deliver ads, analyze traffic, or perform other functions. These third parties may collect information about your online activities over time and across different websites.

Examples include:

- Google Analytics
- Facebook Pixel
- Advertising platforms

For more details, please review the privacy policies of these third-party providers.

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5. Data Storage and Retention

We retain personal data only as long as necessary to fulfill the purposes outlined in this policy or as required by law. Non-personal data may be retained indefinitely for analytics and service improvement.

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6. Data Sharing

We may share your data with:

- **Service Providers:** To assist in delivering our Services (e.g., payment processors, hosting providers).
- **Business Partners:** For co-branded offerings or joint services.
- **Legal Authorities:** When required by law or to protect our rights.
- **In Case of Business Transfers:** Your data may be transferred as part of a merger, acquisition, or sale of assets.

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7. Your Rights

7.1 Access and Correction

You have the right to access and update your personal data. Contact us at [email] for assistance.

7.2 Opt-Out Options

- Opt out of targeted advertising by managing your cookie preferences.
- Opt out of marketing emails by clicking "unsubscribe" in any email.

7.3 Data Portability and Deletion

Request a copy of your data or its deletion by contacting us. Certain data may need to be retained for legal purposes.

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8. Security

We implement robust security measures to protect your data, including encryption, access controls, and secure storage. However, no method of transmission or storage is 100% secure, and we cannot guarantee absolute security.

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9. Changes to This Policy

We may update this Data & Cookies Policy from time to time. Changes will be posted on our website with an updated "Effective Date." Continued use of our Services constitutes acceptance of the revised policy.

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10. Contact Us

If you have questions or concerns about this Data & Cookies Policy, please contact us:

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