

PRIVACY POLICY

NFC Card Feedback System

Last Updated: April 30, 2025

This Privacy Policy describes how Feedback NFC ("we", "us", or "our") collects, uses, and discloses your information when you use our NFC Card Feedback System (the "Service").

We are committed to protecting your personal information and your right to privacy. If you have any questions or concerns about our policy or our practices with regards to your personal information, please contact us at ML@feedbacknfc.com.

1. INFORMATION WE COLLECT

1.1 Subscriber Information

When businesses subscribe to our Service, we collect:

- Business name, address, and contact information
- Billing information and payment details
- Account credentials for dashboard access
- Location information for card allocation
- Usage data related to system access and configuration

1.2 Feedback Information

When end users tap NFC cards to provide feedback, we collect:

- Star ratings and numerical feedback scores
- Written comments or suggestions (if provided)
- Time and date of feedback submission
- Location identifier where the feedback was provided
- NFC card identification number (to track card usage patterns)

1.3 Technical Information

We automatically collect certain information when the Service is used:

- Device information from dashboard access (browser type, operating system)
- IP address and geolocation data
- Log information and usage statistics
- NFC interaction data (tap frequency, response times)

2. HOW WE USE YOUR INFORMATION

2.1 Subscriber Information

We use subscriber information to:

- Create and manage subscriber accounts
- Process payments and send invoices
- Provide access to the dashboard and NFC cards module
- Communicate about service updates, maintenance, or changes
- Send reports and analytics about feedback collection
- Provide customer support and respond to inquiries

2.2 Feedback Information

We use feedback information to:

- Display ratings and comments on the subscriber's dashboard
- Generate analytics and reports for subscribers
- Identify trends and patterns in customer satisfaction
- Improve our Service based on usage patterns
- Create aggregated and anonymized statistics

2.3 Legal Basis for Processing

We process personal information based on:

- Performance of our contract with subscribers
- Legitimate business interests
- Compliance with legal obligations
- Consent, where specifically requested

3. DATA SHARING AND DISCLOSURE

3.1 Service Providers

We may share information with third-party vendors, service providers, and partners who perform services for us, such as:

- Payment processing
- Data storage and hosting
- Analytics services
- Customer support
- Email communications

All third-party service providers are contractually obligated to use your information only for the purposes identified and are prohibited from using your personal information for their own marketing purposes.

3.2 Business Transfers

If we are involved in a merger, acquisition, or sale of all or a portion of our assets, your information may be transferred as part of that transaction.

3.3 Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency).

3.4 Protection of Rights

We may disclose your information to protect and defend our rights or property, enforce our terms and conditions, prevent fraud, or ensure the safety of our users.

4. DATA RETENTION

We retain personal information for as long as necessary to fulfill the purposes outlined in this Privacy Policy, unless a longer retention period is required or permitted by law. Subscriber account information is retained for the duration of the active subscription and for a period thereafter for legal and business purposes.

Feedback data is retained for the duration of the subscription and may be provided to subscribers upon termination in accordance with our Terms of Service.

5. DATA SECURITY

We have implemented appropriate technical and organizational security measures designed to protect the security of any personal information we process. However, despite our safeguards, no electronic transmission or storage system is 100% secure, and we cannot guarantee the absolute security of your data.

6. INTERNATIONAL DATA TRANSFERS

We primarily process and store information in Saudi Arabia. However, some of our service providers may be located in different countries. Whenever we transfer your information, we take steps to protect it and ensure that the transfer complies with applicable data protection laws.

7. YOUR DATA PROTECTION RIGHTS

Depending on your location and applicable laws, you may have certain rights regarding your personal information, which may include:

- The right to access information we have about you
- The right to rectify any inaccurate information
- The right to request deletion of your information
- The right to restrict or object to processing
- The right to data portability
- The right to withdraw consent

To exercise these rights, please contact us at ML@feedbacknfc.com.

8. CHILDREN'S PRIVACY

Our Service is not directed to individuals under the age of 18, and we do not knowingly collect personal information from children. If we learn that we have collected personal information from a child, we will take steps to delete such information promptly.

9. COOKIES AND TRACKING TECHNOLOGIES

We use cookies and similar tracking technologies to track activity on our dashboard and hold certain information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent.

10. THIRD-PARTY WEBSITES

Our Service may contain links to other websites that are not operated by us. We have no control over and assume no responsibility for the content, privacy policies, or practices of any third-party sites or services.

11. UPDATES TO THIS POLICY

We may update our Privacy Policy from time to time. We will notify subscribers of any changes by posting the new Privacy Policy on this page and updating the "Last Updated" date. Subscribers are advised to review this Privacy Policy periodically for any changes.

12. COMPLIANCE WITH SAUDI ARABIAN LAW

This Privacy Policy complies with applicable Saudi Arabian laws and regulations, including but not limited to the Saudi Data and Artificial Intelligence Authority (SDAIA) guidelines and other relevant privacy regulations in the Kingdom of Saudi Arabia.

13. CONTACT US

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

- Email: ML@feedbacknfc.com
- Address: Level 18, Faisaliah Towers, King Fahd Road, Riyadh, Kingdom of Saudi Arabia

سياسة الخصوصية متوفرة باللغة العربية عند الطلب. (Privacy Policy is available in Arabic upon request.)