

PRIVACY POLICY

Last Updated: August 14, 2024

PRIVACY POLICY

DiRoots ("we," "our," "us") operates the website <https://diroots.com>, and offers web services, desktop applications, and mobile applications that may interact with cloud services such as Google Cloud. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our services and products. By accessing or using our services, you agree to the collection and use of information in accordance with this Privacy Policy.

1. How This Privacy Policy Applies

This Privacy Policy applies to all DiRoots websites, web services, desktop applications, and mobile applications (collectively referred to as "Services"). By using our Services, you consent to the practices described in this policy.

2. Information We Collect and How We Use It

Personal Data: We may collect and process certain personally identifiable information ("Personal Data") that can be used to contact or identify you. This includes, but is not limited to:

- Name
- Company name
- Email address
- IP address
- Device information (e.g., computer name, browser version, operating system)
- Usage data (e.g., pages visited, time and date of visit, time spent on pages)

Legal Basis for Processing: We process your Personal Data under the following legal bases:

- **Consent:** For marketing communications and non-essential cookies, we obtain your explicit consent.
- **Contractual Necessity:** To fulfill our contractual obligations to you, such as providing our services or processing your orders.
- **Legal Obligation:** For processing necessary to comply with legal obligations, such as accounting and auditing.

3. How We Collect Your Data

We collect data directly from you when you:

- Register online or place an order for our products and services
- Voluntarily complete a customer survey or provide feedback
- Use our website, web services, desktop, and mobile applications

4. How We Use Your Data

We use the data we collect for the following purposes:

- **Service Delivery:** To process orders, manage your account, provide support, and fulfill our contractual obligations.
- **Marketing:** With your consent, to send you special offers, updates, and marketing communications.

- **Service Improvement:** To analyze usage data and improve our services and user experience.
- **Security:** To ensure the security and integrity of our services.
- **Analytics and Statistics:** To generate aggregate statistical information and perform market research.
- **Fraud Prevention:** To verify the authenticity of our services and prevent fraud.

5. Data Retention

We retain your Personal Data as follows:

- **Accounting and Auditing:** Indefinitely, as required by legal obligations.
- **Other Processing:** Until you request the deletion of your data or until it is no longer necessary for the purposes for which it was collected.

6. Data Sharing and Transfers

Third-Party Processors: We may share your data with third-party service providers that assist us in delivering our services. These include:

- **Hosting Providers:** Such as Microsoft Azure.
- **Payment Processors:** Such as Stripe.
- **Analytics Services:** Such as Google Analytics.
- **Cloud Services:** Such as Google Drive API.

Data Transfers Outside the EU: If your data is transferred outside the European Union, we apply our best efforts to ensure that appropriate safeguards are in place, such as Standard Contractual Clauses or other legally recognized transfer mechanisms, to protect your Personal Data.

7. Data Security

We take the security of your Personal Data seriously and implement commercially reasonable measures to protect it. However, no method of transmission over the Internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

8. Your Data Protection Rights

Under GDPR, you have the following rights:

- **Right to Access:** Request copies of your personal data.
- **Right to Rectification:** Request correction of inaccurate or incomplete data.
- **Right to Erasure:** Request deletion of your data.
- **Right to Restrict Processing:** Request restriction of your data processing.
- **Right to Object:** Object to the processing of your data.
- **Right to Data Portability:** Request transfer of your data to another organization or directly to you.

To exercise any of these rights, please contact us at support@diroots.com.

9. Cookies and Tracking Technologies

Cookies: We use cookies to improve your experience on our website. Upon visiting our website, you will be prompted to accept the use of cookies. You may manage your cookie preferences, accepting only essential cookies if you wish.

Types of Cookies We Use:

- **Functionality Cookies:** To recognize you and remember your preferences.
- **Marketing Cookies:** To track your browsing patterns and provide targeted advertisements.

You can set your browser to not accept cookies, but this may affect your ability to use some features of our website.

10. Legal Jurisdiction

This Privacy Policy and any disputes related to it shall be governed by and construed in accordance with Portuguese law. Any disputes arising under this Privacy Policy shall be resolved in the courts of Portugal.

11. Changes to This Privacy Policy

We may update or change our Privacy Policy at any time. Any changes will be effective immediately upon posting on this page. Your continued use of our Services after such changes constitutes your acknowledgment and consent to the updated Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you through the email address you have provided or by placing a prominent notice on our website.

12. Contact Us

If you have any questions about this Privacy Policy or your rights under GDPR, please contact us at support@dirroots.com.