

Alumra Ltd Privacy Policy

Alumra Ltd respects your privacy and is committed to protecting your personal data. This privacy policy will inform you as to how we look after your personal data and tell you about your privacy rights and how the law protects you.

This Privacy Policy governs the manner in which Alumra Ltd collects, uses, maintains and discloses information collected from users (each, a "User") of the alumra.ltd website ("Site"), and Alumra Ltd Applications ("Apps"). This privacy policy applies to the Site and all products and services offered by Alumra Ltd.

Please note that our Sites and Apps are not intended for children and we do not knowingly collect data relating to children.

Controller

Alumra Ltd is the data controller and responsible for your personal data (collectively referred to as "Alumra", "we", "us" or "our" in this policy).

If you have any questions in relation to this privacy policy please see below our contact details.

Glossary

Apps: our mobile applications, Runner's Shadow, Anykinda Interval, My Best Self, CrunchTime Pro, Get it?! CrunchTime, Scan The Man, and At My Best.

Consent: means processing your personal data where you have signified your agreement by a statement or clear opt-in to processing for a specific purpose. Consent will only be valid if it is freely given, specific, informed and an unambiguous indication of what you want. You can withdraw your consent at any time by contacting us.

Device: mobile telephone or handheld computing device.

Legitimate Interest: means the interest of our business in conducting and managing our business to enable us to give you the best experience of our Apps and the best and most secure experience. We make sure we consider and balance any potential impact on you (both positive and negative) and your rights before we process your personal data for our legitimate interests. We do not use your personal data for activities where our interests are overridden by the impact on you (unless we have your Consent or are otherwise required or permitted to by law). You can obtain further information about how we assess our legitimate interests against any potential impact on you in respect of specific activities by contacting us.

Third Parties:

Analytics providers; App host providers; Professional advisers acting as processors or joint controllers including lawyers, bankers, auditors and insurers based in the United Kingdom; and

HM Revenue & Customs, regulators and other authorities acting as processors or joint controllers based in the United Kingdom.

Websites: alumra.ltd

Personal identification information

We may collect personal identification information from Users in a variety of ways in connection with activities, services, features or resources we make available on our Site. Users may visit our Site anonymously. We will collect personal identification information from Users only if they voluntarily submit such information to us. Users can always refuse to supply personally identification information, except that it may prevent them from engaging in certain Site related activities.

Non-personal identification information

We may collect non-personal identification information about Users whenever they interact with our Site. Non-personal identification information may include the browser name, the type of computer and technical information about Users means of connection to our Site, such as the operating system and the Internet service providers utilized and other similar information.

Web browser cookies

Our Site may use "cookies" to enhance User experience. User's web browser places cookies on their hard drive for record-keeping purposes and sometimes to track information about them. User may choose to set their web browser to refuse cookies, or to alert you when cookies are being sent. If they do so, note that some parts of the Site may not function properly.

How we use collected information

Alumra Ltd may collect and use Users personal information for the following purposes:

- To improve customer service
Information you provide helps us respond to your customer service requests and support needs more efficiently.
- To personalize user experience
We may use information in the aggregate to understand how our Users as a group use the services and resources provided on our Site.
- To improve our Site
We may use feedback you provide to improve our products and services.
- To send periodic emails

We may use the email address to respond to their inquiries, questions, and/or other requests. If User decides to opt-in to our mailing list, they will receive emails that may include company news, updates, related product or service information, etc. If at any time the User would like to unsubscribe from receiving future emails, we include detailed unsubscribe instructions at the bottom of each email.

iCloud Accounts

Your data on Apps will be stored and backed up on an iCloud account. This data can be deleted within the iCloud settings on your Device(s).

How we protect your information

We adopt appropriate data collection, storage and processing practices and security measures to protect against unauthorized access, alteration, disclosure or destruction of your personal information, username, password, transaction information and data stored on our Site.

Sharing your personal information

We do not sell, trade, or rent Users personal identification information to others. We may share generic aggregated demographic information not linked to any personal identification information regarding visitors and users with our business partners, trusted affiliates and advertisers for the purposes outlined above.

Changes to this privacy policy

Alumra Ltd has the discretion to update this privacy policy at any time. When we do, we will revise the updated date at the bottom of this page. We encourage Users to frequently check this page for any changes to stay informed about how we are helping to protect the personal information we collect. You acknowledge and agree that it is your responsibility to review this privacy policy periodically and become aware of modifications.

Your acceptance of these terms

By using this Site, you signify your acceptance of this policy. If you do not agree to this policy, please do not use our Site. Your continued use of the Site following the posting of changes to this policy will be deemed your acceptance of those changes.

Contacting us

If you have any questions about this Privacy Policy, the practices of this site, or your dealings with this site, please contact us at:

Alumra Ltd
support@alumra.ltd

Products

Runner's Shadow
Anykinda Interval
Crunch Time Pro
Get It?! Crunch Time
My Best Self
Scan The Man

At My Best

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