

Blueplan Privacy Policy

Potential Innovations Ltd. ("we", "us", "our") is committed to respecting your privacy. This policy describes how we collect, use, and protect your information. This policy applies to the Blueplan app ("App"), our website, and our newsletter service.

1. Personal Data We Collect

We do not collect personal data within our App, apart from data stored locally on your device. This data is not transmitted or stored elsewhere.

If you contact us through our website, we may collect your email address and any other information you choose to provide. We use this email only to respond to inquiries. Your email data is retained until you choose to delete it.

Our website uses cookies for the newsletter widget and to inform a website visit count. No other data is collected for advertising or other purposes.

Our newsletter service, provided through MailChimp, collects and stores email addresses. If you want to unsubscribe from our newsletter, you can do so via the link at the bottom of the email.

In the future, we may update our services to store additional information about users and their use of the App. This may include storing encrypted data on our servers. We will update this privacy policy to reflect any changes to our data storage practices.

2. Children's Privacy

We understand the importance of protecting children's privacy. Our App is designed to be safe for all ages, including under 13s. We do not knowingly collect personal data from children. Users are required to verify their age by checking a box when first using the app.

3. Third-Party Services and Imported Libraries

Our App uses third-party services and libraries, such as Mapbox, what3words, and other code libraries, to provide certain features. These third-party services may have access to your location data, which is used anonymously to provide mapping and location services within our App. They may collect, store, and use data in accordance with their own privacy policies. We do not share your data with any other third parties. You can find the privacy policies for Mapbox and what3words at the following links:

<https://www.mapbox.com/legal/privacy>

<https://what3words.com/privacy>

4. Your Rights Under the GDPR

If you are a resident of the European Union, you have certain rights under the General Data Protection Regulation (GDPR). These include:

- The right to access, rectify, or erase your personal data.
- The right to restrict the processing of your data or object to its processing.
- The right to data portability.
- The right to withdraw consent at any time, without affecting the lawfulness of processing based on consent before its withdrawal.
- The right to lodge a complaint with a supervisory authority.

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

5. Data Protection

We take the protection of your data seriously. We have implemented appropriate security measures to protect the data that is stored on our App and website.

6. Changes to This Policy

We may update this privacy policy from time to time. Any changes will be posted on our website, and users will be notified via email or in-app notifications. We recommend that you review our privacy policy periodically to stay informed about how we collect, use, and protect your information.

7. Contact Us

If you have any questions about this policy, your rights under the GDPR, or our privacy practices, please contact us at contact@potentialinnovations.com.

Our registered address is 71-75 Shelton Street, Covent Garden, London, WC2H 9JQ, England.

By using our app or our services, you agree to this privacy policy.