

# Privacy Policy for Kalder (Loyalty Tools)

Effective Date: 05/05/2023

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## 1. Introduction

Kalder, headquartered in New York, is at the forefront of providing white-labeled loyalty tools. We value the trust you place in our services and prioritize your privacy. This Privacy Policy illustrates the methods we adopt to ensure your personal data remains protected and transparently managed.

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## 2. Information Collection

- 2.1 Directly Provided Information: During your registration and use of our services, we collect personal information, such as:
    - Full Name
    - Email Address
    - Phone Number
    - Any other data provided via forms and experience submissions, specifically through features like the "magic wallet."
  - 2.2 Purpose of Collection: We gather this data exclusively for:
    - Delivering personalized notifications via email and SMS.
    - Custom name inputs to enhance user experience on the platform.
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## 3. Data Storage, Processing, and Use

- 3.1 Data Storage: We store your data on our proprietary CRM system, maintained with stringent security protocols.
  - 3.2 Processing and Usage: Your data is processed solely for the purposes identified. We do not use the data for automated decision-making or profiling.
  - 3.3 Duration: Your data is retained until it's no longer necessary for our service provision, or until you request its deletion.
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## 4. User Rights and Choices

- 4.1 Access & Rectification: You're entitled to request details about the data we hold on you and correct any inaccuracies.
  - 4.2 Erasure: You can ask us to delete your personal information from our databases.
  - 4.3 Opt-Out & Withdrawal: Opt-out options are available for our communication services. Additionally, any consent provided can be withdrawn, although this won't affect the lawfulness of processing before the withdrawal.
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## 5. Security Measures and Protocols

- 5.1 Commitment to Security: We employ a combination of physical, technical, and administrative measures to ensure data security.
  - 5.2 Data Breach Response: In case of any security breaches that might compromise your data, we are committed to informing you promptly and taking necessary rectification steps.
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## 6. Third-party Engagement and Data Sharing

- 6.1 CRM: Our CRM, a third-party entity, may access your data for storage purposes. They are contractually bound to maintain the confidentiality of the information and are restricted from using it for any other purpose.
  - 6.2 Non-Disclosure: We uphold a strict non-disclosure policy. Your personal information is never sold, rented, or traded.
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## 7. Consent and Agreement

Signing up on our platform implies that you've provided explicit consent to our data practices as described in this policy. This consent can be revoked at any time, but previous data handling remains valid.

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## 8. Changes and Updates

While the essence of this policy remains consistent, details may change over time. Should significant modifications occur, we'll provide prominent notices, ensuring you're always informed.

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## 9. Reaching Out

Should you have concerns, questions, or require clarification:

Kalder Legal Team Address: 169 Johnson Avenue, Brooklyn, NY 11206

Email: [legal@kalder.com](mailto:legal@kalder.com) Phone: +15106507100

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## 10. Jurisdictional Aspect

Being based in Delaware, this policy, its interpretation, and any claims arising out of it are governed by the laws of Delaware.

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**Acknowledgment: By interacting with our platform, you acknowledge and confirm your agreement to this privacy policy.**

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*Legal Disclaimer: For maximum compliance and security, consulting with a dedicated legal professional is advised. This policy is designed to serve as a comprehensive guide but might require adjustments based on evolving legal mandates and business requirements.*