

# Privacy Policy for Heartport

**Effective Date:** Novembre 27, 2024

Welcome to peartport.org, operated by HEARTS Sync Innovations GmbH ("we," "us," or "our"). We value your privacy and are committed to protecting your personal data. This Privacy Policy outlines how we collect, use, and protect your information when you use our website and services.

## 1. Information We Collect

### a) Anonymous Statistical Data

We collect and persist anonymous statistical data to help us understand how our website is used. This data may include:

- Website usage statistics (e.g., pages visited, time spent on the site)
- Browser type and version
- Operating system
- IP address (anonymized)
- Device type

This information is collected in a manner that does not personally identify you and is used solely for analytical and improvement purposes.

### b) Personal Data for Registration and Platform Usage

When you register and use heartport.org, we collect the following personal information:

- Name
- Email address
- Username (if different from name)
- Preferences and interests you voluntarily provide
- Usage behavior and content interactions
- Additional information you voluntarily provide in your profile

This information is collected to:

- Create and manage your user account
- Personalize your user experience
- Provide tailored content recommendations
- Improve the quality of our services

## 2. How We Use Your Information

### a) Anonymous Statistical Data

The anonymous statistical data we collect is used to:

- Improve our website and services
- Analyze user behavior and trends
- Enhance user experience

## **b) Personal Data**

If you have accepted the use of cookies when visiting our website, we additionally collect and analyze:

- Your interactions with various content
- Your preferences and areas of interest
- Your usage behavior on our platform
- Patterns in your reading behavior and content selection

This data is used to:

- Optimize your personal feed
- Generate relevant content recommendations
- Develop new features and content based on user interests
- Improve the overall user experience
- Conduct anonymized statistical analyses

The processing of this data only occurs with your explicit consent and in strict compliance with applicable data protection regulations. You can modify or withdraw your consent for data processing for personalization purposes at any time through your account settings.

## **3. Data Sharing and Disclosure**

We do not sell, trade, or otherwise transfer your personal data to outside parties except as described below:

- **Service Providers:** We may share your personal data with trusted third-party service providers who assist us in operating our website, conducting our business, or servicing you. These parties are bound by contractual obligations to keep your information confidential and to use it only for the purposes for which we disclose it to them.
- **Legal Compliance:** We may disclose your personal data if required to do so by law or in response to valid requests by public authorities (e.g., a court or a government agency).

## **4. Data Security**

We take appropriate security measures to protect against unauthorized access, alteration, disclosure, or destruction of your personal data. These measures include:

- Encryption of sensitive information

- Regular security audits
- Access controls to personal data

While we strive to protect your information, please note that no method of transmission over the internet or electronic storage is 100% secure. Therefore, we cannot guarantee its absolute security.

## 5. Your Rights and Choices

### a) Access and Correction

You have the right to access and correct your personal data at any time. If you wish to update your information, please contact us at [crew@heartport.org](mailto:crew@heartport.org).

### b) Data Deletion

You may request the deletion of your personal data by contacting us at [crew@heartport.org](mailto:crew@heartport.org). Please note that certain information may need to be retained for legal or administrative purposes.

### c) Opt-Out

You may opt-out of receiving marketing communications from us by following the unsubscribe instructions in our emails or by contacting us at [crew@heartport.org](mailto:crew@heartport.org).

## 6. Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices or for other operational, legal, or regulatory reasons. When we make changes, we will revise the "Effective Date" at the top of this page. We encourage you to review this Privacy Policy periodically to stay informed about how we are protecting your information.

## 7. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at:

**HEARTS Sync Innovations GmbH**  
Schottenring 17/1  
1010 Vienna  
Austria  
Email: [crew@heartport.org](mailto:crew@heartport.org)

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