

Privacy & Data Protection Policy

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Privacy & Data Protection Policy

Introduction

My Kitbag gathers and uses information from individuals in the course of normal business. These individuals include customers, suppliers, business contacts, employees and other people the organisation has a relationship with or may need to contact.

This policy describes how this data is collected, handled and stored, in relation to our website operations to meet the company's data protection standards.

Scope and Our Data Partners

My Kitbag provides business application services on a subscription basis. This Privacy and Data Protection Policy applies to the website mykitbag.com and associated sites, systems and data, our users and their data.

The website mykitbag.com and associated sites are located on servers managed by our Data Partners, Go Daddy Inc. and for back up purposes, and Dropbox Inc. in the U.S.A. and are therefore also subject to their respective security and operational procedures. Any Personally Identifiable Information (such as your name and email address) that you entered maybe transferred across the internet in an encrypted format for backup purposes.

To aid us with operational aspects of our business such as advertising and our Marketing Analytics program we engage various "Data Partners" with whom we exchange some information. The manner of engagement with each current Data Partner: AWeber, LinkedIn, Google and Twitter is described later in this document.

My Kitbag uses "cookies", which are text files placed on your computer, to help operation of the site or the analysis of how users use the site. The information generated by the cookie about your use of the website will normally be used by My Kitbag or the Data Partner. My Kitbag cookies enable: improved security through session id, managed user shopping cart choices and payment, acceptance of the cookie law notification. The cookies of our Data Partners are described below. Your continued use of the site implies acceptance of the use of My Kitbag and Data Partner cookies.

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My Kitbag employees and contractors, should we engage them, access to customer data is restricted by standard industry security policies and controls. Note that My Kitbag does not currently engage contractors.

Your Personal Data

Our policy is to collect the minimal Personally Identifiable Information, such as your name and email address required for our business.

We do not disclose any Personally Identifiable Information that you have provided us to third parties (including our Data Partners) for direct marketing or any other purposes, with one exception. If you elect to subscribe to our mailing list, we will disclose your name and email address to our mail list provider, see “**Your mailing list subscription**“ below.

At the time of a purchase, My Kitbag does record your name, email details and transaction details such as the transaction identification number and amount paid as part of our legitimate business or legal purposes. (see below: Financial Transaction Data)

To identify you, we only use the information that you provide, that is, we do not combine or link your personal data with other information sources that may have your personal data.

Personal Information Request & Complaints

If you wish to view or update your personal information, we may ask you to verify your identity before we can act on your request. We will update your personal information free, except for where this request would require a disproportionate effort, such as a change to our processes or systems. You can request a access to your personal data or change to your details here (**email** (mykitbag.com/contact), **phone** or **mail** mykitbag.com/company-info).

Should you have a complaint about your privacy please contact us here (**Contact Us** mykitbag.com/contact). If you are not satisfied with the outcome of this discussion please contact the Managing Director here (**Managing Director** mykitbag.com/company-info).

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Data Management

Financial Transaction Data

When you purchase a service from us, we do not collect your payment data or process any payment that you may instigate on this site. At your request, we pass you to reputable third party financial gateway services, PayPal, so that you can complete your transaction securely.

Your Account Data

Your Account Data, is your application log on information (application username, password and identification number) and usage data. Your Account Data is required for your identification, authentication and log on to the site. This data and any additional data that you enter into our applications are kept for the period of your subscription and then deleted.

Data you or others enter on this site

The My Kitbag apps are cloud-based and will store the data that you enter for the period of your subscription. Your Account Data and any data that you enter in this website is stored in an encrypted format.

For multi-user accounts, other than log on information, user-entered data will be visible to others in that account through the company report generation feature. Only the app purchaser/administrator can generate a company report.

Should inappropriate or offensive material be identified arising from user data entry, My Kitbag reserves the right to delete of the offending user's account and data without notice or explanation (see [Comments and User Content Policy](http://mykitbag.com/comments-policy) mykitbag.com/comments-policy).

Your mailing list subscription

If you have subscribed to our mailing list, we respect and value your interest, so we will only send you occasional emails with blogs, new product offers and product upgrade notifications. You may subscribe or unsubscribe to our mailing list at any time. Our mailing list is managed by AWeber, and we acknowledge their opt-in [Permission Pledge](http://www.aweber.com/permission.htm) (www.aweber.com/permission.htm) in protecting our subscribers.

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Website information and data protection

The information contained in this website is for general information purposes only. The information is provided by My Kitbag and while we endeavor to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability or availability with respect to the website or the information, products, services, or related graphics contained on the website for any purpose. Any reliance you place on such information is therefore strictly at your own risk.

We use security measures to protect against the loss, misuse or alteration of the information under our control. We follow generally accepted standards to protect the personal information transferred to us, both during transmission and once we receive it. No method of transmission over the Internet, or method of electronic storage, is 100% secure, however. Therefore, we cannot guarantee its absolute security.

In no event will we be liable for any loss or damage including without limitation, indirect or consequential loss or damage, or any loss or damage whatsoever arising from loss of data or profits arising out of, or in connection with, the use of this website.

Reasonable efforts are made to keep the website up and running smoothly. However, My Kitbag takes no responsibility for, and will not be liable for, the website being temporarily unavailable due to technical issues beyond our control.

Data Retention

If you purchased a single-user subscription, then your Account Data and any data you have entered will be deleted from our active servers shortly after the date on which your subscription expires.

If you have purchased a multi-user account subscription, e.g. a company account, all Account Data and user data that you or other users have entered will be deleted from our active servers shortly after the date on which your subscription expires.

For our business continuity purposes, we maintain our routine backup processes which includes snap-shots of the operating server environments, including user data. Our goal is to ensure your privacy and data confidentiality and at the same time, maintain data integrity through a stable operating environment with protection against accidental or malicious destruction of data.

To assist My Kitbag to improve the value that we provide to customers, we collect data for our Marketing Analytics Program and it is necessary to share this with our Data Partners. The nature of these relationships and the associated data used are described in sections below.

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My Kitbag does not store or retain on our sites any Personally Identifying Information resulting from our Marketing Analytics Program. All data is aggregated and anonymized.

Transfer of data abroad & legal compliance

If you are visiting this site from a country other than the U.S.A. in which our servers are located, your communications with us may result in the transfer of information across international boundaries. By visiting this site and communicating electronically with us, you consent to such transfers.

We cooperate with government, law enforcement officials and private parties may be required to provide your personal information to third parties as part of a legal process (see [Terms & Conditions of Use](#) mykitbag.com/terms-conditions-site-use).

Data Partners

Use of Google Analytics

My Kitbag uses Google Analytics, a Web analytics service provided by Google, Inc. ("Google"). Google Analytics captures usage and usage patterns that help us better understand how our users' interact with our site.

My Kitbag does not use Google Analytics Advertising features.

Google will use information for the purposes of evaluating your use of the website, compiling reports on the website activities for website operators and providing other services relating to website activity and Internet usage. Google will not associate your IP address with any other data held by Google.

Google Analytics uses "cookies", which are text files placed on your computer, to help the website analyse how users use the site. The information generated by the cookie about your use of the website will normally be transmitted to and stored by Google on servers in the United States. You may prevent cookies from being stored by selecting the appropriate settings on your browser. However, please note that, if you do so, you may not be able to use the full functionality of this website.

You can also prevent Google from capturing the data generated by the cookie in relation to your use of the website (including your IP address) and from processing this data by downloading and installing the Google Analytics opt-out browser add-on. This add-on instructs the Google Analytics JavaScript to prohibit sending information to Google Analytics.

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The browser add-on is available for most modern browsers. The Google Analytics opt-out browser add-on does not prevent information from being sent to the website itself or to other web analytics services.

Learn more about the [Google Analytics opt-out browser add-on](https://support.google.com/analytics/answer/181881) (https://support.google.com/analytics/answer/181881). Google Analytics' IP anonymization is activated on our mykitbag.com website to help protect your anonymity (see [Google Analytics' IP Anonymization](https://support.google.com/analytics/answer/2763052?hl=en&ref_topic=2919631) https://support.google.com/analytics/answer/2763052?hl=en&ref_topic=2919631).

Use of Google AdWords

My Kitbag uses AdWords, as a means of reaching our target audience through advertisements.

Google Asia Pacific Pte. Ltd. Advertising Program Terms state that it complies with the [Google Privacy Policy](#). Refer to this policy for further details on the information collected and how it is used.

Within the Google Privacy Policy, it notes that you can "[View and edit](#) your preferences about the Google ads shown to you on Google and across the web, such as which categories might interest you, using Ads Settings. You can also opt out of certain Google advertising services here."

Use of LinkedIn

My Kitbag uses LinkedIn, as a means of reaching our target audience through advertisements.

If you do not wish to receive such advertisements, then please review the alternatives, as described on the LinkedIn website:

<http://www.linkedin.com/legal/privacy-policy>.

Use of Twitter Ads

My Kitbag uses Twitter, as a means of reaching our target audience through advertisements.

My Kitbag does not use the Twitter Conversion Tracking Program Advertising feature.

You can opt out of interest-based advertising through the Do Not Track functionality in your web browser, or through such other methods as described here at <https://support.twitter.com/articles/20170405>.

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You can find various Twitter's policies at the following locations: Privacy Policy (<https://twitter.com/privacy>), Terms of Service (<https://twitter.com/tos>), Twitter Ads Policy Guidelines (<http://www.twitter.com/adspolicy>)

This policy is subject to change without notice.