

Privacy Policy

Effective Date: 01 January 2025

Formicle ("we," "our," or "us") is committed to protecting the privacy of its users ("you," "your"). This Privacy Policy explains how we collect, use, store, and protect your information when you use our services. By using Formicle, you agree to the terms of this Privacy Policy.

1. Information We Collect

We collect the following types of information:

1. Personal Information:

- Username
- Email address

2. Survey Data:

- Feedback, responses, and data provided by users in surveys.

3. Usage Data:

- Information collected through Google Analytics, including IP address, browser type, and interactions with our website.

4. Cookies:

- Information collected via cookies to enhance user experience and analyze website performance.

2. How We Use Your Information

We use your information to:

- Generate insights from survey data using AI.
- Improve and enhance our product and services.
- Analyze website traffic and user behavior via Google Analytics.

- Process payments securely through Stripe.

3. Sharing of Information

We do not sell or share your personal information with third parties, except as necessary for the operation of our service:

- Google Analytics: To analyze website traffic.
- Stripe: To securely process payments.
- Google AdSense: To display ads.
- LinkedIn Ads and Mailchimp: For marketing and communication purposes.
- Zoho Mail: For email hosting and support services.

These third-party tools have their own privacy policies, which you can review:

- Google Analytics: <https://policies.google.com/privacy>
- Google AdSense: <https://policies.google.com/privacy>
- Stripe: <https://stripe.com/privacy>
- LinkedIn: <https://www.linkedin.com/legal/privacy-policy>
- Mailchimp: <https://mailchimp.com/legal/privacy/>
- Zoho Mail: <https://www.zoho.com/privacy.html>

4. Data Storage and Retention

- Your data is stored on Railway database servers.
- We retain your data only as long as necessary to provide our services.
- We do not store passwords.
- Any data retained is protected using encryption and secure server access controls.

5. Your Rights (GDPR Compliance)

If you are located in the European Union, you have the following rights under GDPR:

- The right to access, correct, or delete your personal data.
- The right to request data portability.
- The right to restrict or object to data processing.

To exercise these rights, please contact us at support@mail.formicle.com.

6. Cookies

We use cookies to:

- Improve user experience.
- Analyze website traffic using Google Analytics.
- Display relevant advertisements through Google AdSense.

By using our website, you consent to the use of cookies. You can manage or disable cookies through your browser settings.

7. Children's Privacy

Our services are not intended for users under the age of 13 (or 16 in the European Union). We do not knowingly collect data from children. If we learn that we have collected personal information from a child, we will take steps to delete such information immediately.

8. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify users of significant changes via email at least 30 days before the new policy takes effect.

9. Third-Party Tools

We utilize the following third-party services:

- Google Analytics: To analyze website traffic.

- Google AdSense: To serve advertisements.
- LinkedIn Ads: For marketing campaigns.
- Mailchimp: For email marketing and newsletters.
- Zoho Mail: For email hosting and customer communication.
- Railway: For hosting and data storage.

Please refer to their privacy policies for more details.

10. Dispute Resolution

For privacy-related concerns, please contact us at support@mail.formicle.com. At this time, we do not have a formal dispute resolution process.

Contact Us

If you have questions about this Privacy Policy or how we handle your data, please contact us at:

Email: support@mail.formicle.com