

SWAI Privacy Policy

Effective Date: [Insert Date]

SWAI ("we", "our", "us") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our digital platform, which connects brands with creators and facilitates content exchange.

1. Data Controller

The data controller responsible for the processing of your personal data under this Privacy Policy is:

SWAI

Address: Swai UG, Rheinsberger Str.76/77, c/o Factory Works GmbH 10115, Berlin - DE

Email: hi@swai.social

2. Data We Collect

We may collect the following types of personal data when you use our platform:

2.1. Information You Provide to Us:

- **Account Information:** Name, email, business name (for brands), social media handles (for creators), payment details, and any other information provided during account registration.
- **Content Data:** Any content (photos, videos, etc.) you upload or create on our platform.
- **Communication Data:** Messages or other forms of communication between brands, creators, and SWAI through our platform.

2.2. Automatically Collected Information:

- **Usage Data:** Information about how you access and use the platform, such as your IP address, browser type, device identifiers, and operating system.
- **Cookies:** We use cookies and similar technologies to track the activity on our platform and store certain information.

3. How We Use Your Data

We process your personal data for the following purposes:

- **Account Creation & Management:** To facilitate your registration and manage your account on our platform.
- **Platform Operation:** To facilitate the content exchange between brands and creators.
- **Communication:** To enable communication between SWAI, brands, and creators.
- **Payments:** To process payments and manage invoicing between parties.
- **Legal Compliance:** To comply with applicable laws, including GDPR and German regulations.
- **Marketing & Analytics:** To improve our services, offer recommendations, and analyze usage patterns.

4. Legal Basis for Processing

Under GDPR, the legal basis for processing your data is:

- **Contractual Necessity:** Processing is necessary for the performance of the contract between SWAI and its users (brands and creators).
- **Consent:** Where required, we will obtain your consent for specific data processing activities, such as sending marketing communications.
- **Legal Obligation:** To comply with legal obligations under German law.
- **Legitimate Interest:** We may process data based on our legitimate interest in improving our platform and protecting its security.

5. Data Sharing & Transfer

We may share your personal data with:

- **Brands and Creators:** To facilitate the exchange of content and communication between parties.
- **Service Providers:** Third-party vendors who provide services such as payment processing, hosting, and customer support.
- **Legal Authorities:** Where required by law or necessary for legal proceedings.
- **International Transfers:** If we transfer your data outside the European Economic Area (EEA), we ensure appropriate safeguards are in place.

6. Data Retention

We will retain your personal data for as long as is necessary to fulfill the purposes outlined in this Privacy Policy, comply with legal obligations, or resolve disputes. When your data is no longer needed, we will delete it securely.

7. Your Rights Under GDPR

You have the following rights:

- **Access:** Request access to your personal data.
- **Rectification:** Request correction of any inaccurate or incomplete data.
- **Erasure:** Request deletion of your personal data, under certain conditions.
- **Restriction of Processing:** Request that we limit the processing of your personal data.
- **Data Portability:** Request to receive your data in a machine-readable format.
- **Objection:** Object to the processing of your data based on legitimate interests.

To exercise these rights, please contact us at hi@swai.social

8. Cookies

We use cookies to enhance your user experience. You can manage your cookie preferences through your browser settings or by opting out via our Cookie Policy [[link to cookie policy](#)].

9. Security

We take appropriate technical and organizational measures to protect your personal data from unauthorized access, alteration, disclosure, or destruction.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and we will notify you via email or through the platform.

11. Contact Us

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

SWAI

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Email: hi@swai.social