



Privacy Policy of Grounded Press:

Your privacy is important to us, and it is the policy of **Grounded Press j.d.o.o. (Ltd.)** registered at the Commercial Court in Rijeka, Croatia under the Registration Number 040400169 to fully respect your privacy regarding any information we may collect while operating our websites and services. Accordingly, we have developed this Privacy Policy for you to understand how we collect, use, communicate, disclose, and make use of personal information. The following outlines our privacy policy.

Guiding Principles:

These are our guiding principles when collecting, storing and processing your personal data:

- Before or at the time of collecting personal information, we will identify the purposes for which information is being collected.
- We will collect and make use of personal information solely with the objective of fulfilling those purposes specified by us and for other compatible purposes, unless we obtain the consent of the individual concerned or as required by law.
- We will only retain personal information as long as necessary for the fulfillment of those purposes.
- We will collect personal information by lawful and fair means and, where appropriate, with the knowledge or consent of the individual concerned.
- Personal data should be relevant to the purposes for which it is to be used, and, to the extent necessary for those purposes, should be accurate, complete, and up-to-date.
- We will protect personal information by reasonable security safeguards against loss or theft, as well as unauthorised access, disclosure, copying, use or modification.
- We will make readily available to our users information about our policies and practices relating to the management of personal information.

What Information We collect and How We Use It:

E-Mail addresses:

When you sign up for our newsletters or subscriptions we use your email address to send you updates about our services. You may opt out

of receiving promotional email messages (e.g., by using the unsubscribe link with each email).

Automatically Collected Information:

Some information is collected automatically when you visit Grounded Press and interact with its features.

Log Data:

We automatically receive information, Log Data, about your interactions with our platform, e.g., when you visit the site. This Log Data includes information such as your browser type, operating system, the referring web page, location, IP address, device information, search terms, and cookie information. We anonymise personal identifiers such as IP addresses at the earliest technically possible stage and use them for deriving an approximate location. The full IP address is never written to disk.

We use Log Data to improve our site, protect your data, detect problems or irregularities, conduct analytics, and operate the service reliably. We keep Log Data for a maximum of 24 months.

Cookies and Local Storage:

We use cookies and Local Storage to improve your experience on the Grounded Press website. Both cookies and Local Storage are browser technologies that allow us to store small pieces of data in your browser and thus

- personalise the Grounded Press website for you
- better understand how you interact with the website
- monitor aggregated usage patterns

The cookies only store your personal data in pseudonymous form. You can prevent the use of cookies by changing the settings of your browser to not accept new cookies, to indicate new cookies, and/or to erase all previously stored cookies.

With Whom Do We Share Information:

Service Providers:

Third-party companies provide us with services including hosting, storage, backup, maintenance, virtual infrastructure, payment processing, and analytics. Some of these service providers may need to access or use personal information to perform services on your behalf. This always happens under instruction from us and in compliance with policies and procedures designed to protect your data.

Links to Third-Party Sites:

The Grounded Press website may include links to other websites whose privacy policies may differ from ours. If you use these websites, the data you share with them will be governed by their privacy policies, not this one.

Enforcement Requests and Applicable Laws:

In exceptional situations we may share your information with a third party if we need to:

- comply with any applicable law, regulation, or legal process

- protect the security or integrity of our product
- protect our users or the public from harmful or illegal activities (e.g. to prevent spam and abuse)

Change of Company Ownership:

In connection with any merger, acquisition, sale of company assets, or investment, we may share information under this privacy policy with another organisation. You will be informed in the case of such a transaction and educated about the choices you have regarding your data.

International Transfer of Information:

We collect information globally and primarily store this information in the European Union. We take measures to protect your personal information whenever it is transferred across borders.

One of the third parties mentioned in this Privacy Policy, Google Inc., 1600 Amphitheatre Parkway, Mountain View, CA 94043, USA, is providing the Grounded Press site with web analytics services via its product Google Analytics. Google Analytics uses cookies which are stored on your computer to provide us with analytics about your use of the Grounded Press site.

This information is anonymised and aggregated. We have enabled the Advertising Reporting Feature *Demographics and Interests* which we also only receive in anonymised and aggregated form. Generally, this information is transmitted to and stored on Google servers in the USA.

The transfer of information to the United States and other third countries outside the EU complies with an adequacy decision of the European Commission (C/2016/4176 of 12 July 2016 - http://data.europa.eu/eli/dec_impl/2016/1250/oj) within the meaning of Article 45 of the General Data Protection Regulation (GDPR) (EU) 2016/679 as Google has self-certified its adherence to the principles of the EU-US Privacy Shield: <https://www.privacyshield.gov/Program-Overview>). If you want to opt out of Google Analytics, you can use the [Opt-out Browser Add-on](#).

Changes to this Privacy Policy:

To continually respect your privacy and to operate within the ever-changing laws, our Privacy Policy may change from time to time. You will be informed per email about any material changes. The most current version is always available online. By continuing to access the Grounded Press site after those changes come into effect, you agree to the revised Privacy Policy.

Effective: May 26, 2022.