Privacy policy

Effective date: July 1st, 2021

This privacy policy explains how Bobuild handles your personal information and data. We value your trust, so we've strived to present this policy in clear, plain language instead of legalese. The policy is structured so you can quickly find answers to the questions that interest you the most:

1. Key privacy points (short summary)
2. General terms
3. Privacy for app creators
4. Privacy for app users

Key privacy points (short summary)

IF YOU CREATE APPS WITH BOBUILD:

- Your app data is owned by you. Bobuild treats your records as if they were private (except if you have configured Bobuild to make data available in a public page). We don't sell them to anyone and we don't use such data for purposes unrelated to you or our services, except in a limited set of circumstances (e.g. if we are compelled by a subpoena, or if you've given us permission to do so).
- We hold your data securely.
- App data is stored on servers located in the European Union. If you require your data to be stored on servers located in the United States, or if you have any questions or concerns, please contact us. We're working on updating this privacy policy in order to comply better with all USA-EU requirements.

IF YOU ARE A FINAL USER OF APPS BUILT WITH BOBUILD:

- Please note that apps are administered by app creators, while Bobuild is a mere provider rendering services to them. Data entered in apps built with Bobuild is strictly owned by the app creators. Bobuild stores such data on its servers and does not use it for purposes unrelated to automatic visualization and processing as configured by the app creators. If you have any questions about an app you're using, please contact the app creator directly and read their privacy policy carefully as they are the ones governing the processing of your data.
- Is your app data anonymous? You will need to ask the app creator this as it depends on how they have chosen to configure their app. Specific questions in the app forms may ask you for your personal information or data that could be used to identify you, or your IP address might be stored along with that data. Also, data could be shared or made public.
- Bobuild doesn't sell or share your data with third party advertisers or marketers (although the app creator might, so check with them). Bobuild merely acts as a custodian on behalf of the app creator who controls your data, except as further described in this privacy policy with regard to public pages.

- If you think an app violates our Terms of Service or may be engaging in illegal activity, please contact us to report it.

General terms

This privacy policy applies to the Bobuild services offered by Bobuild srls, including any website located under the .bobuild.com domain.

Definitions:
- An app is an application built and published using Bobuild.
- The Builder is the interface provided by Bobuild for building apps and managing their data.
- App creators are Bobuild customers, who use the Builder interface provided by Bobuild in order to create an app to use directly or to make available to third parties.
- App users are people and entities who access apps created with Bobuild, including but not limited to app creators.
- App structure is the definition of the application itself, including its settings, its objects and fields, its pages and views, its task definitions, its API.
- App data includes all records stored within the app itself by app creators or app users.
- For users located in the EU, references to "personal information" in this policy are equivalent to what is commonly referred to as "personal data" in the EU.

Changes to this privacy policy. We may modify this privacy policy at any time, but if we do so, we will notify you by publishing the changes on this website. If we determine the changes are material, we will provide you with additional, prominent notice as is appropriate under the circumstances, such as via email or in another conspicuous manner reasonably designed to notify you. If, after being informed of these changes, you do not cancel your subscription and continue to use our services beyond the advance-notice period, you will be considered as having expressly consented to the changes in our privacy policy. If you disagree with the terms of this privacy policy or any updated privacy policy, you may stop using Bobuild and cancel your account.

Security. We are committed to handling your personal information and data with integrity and care. However, regardless of the security protections and precautions we undertake, there is always a risk that your personal data may be viewed and used by unauthorized third parties as a result of collecting and transmitting your data through the Internet. If you have any questions about the security of your personal information, contact us at privacy@bobuild.com.

Cookies. We and our partners use cookies and similar technologies on our websites. Cookies are small bits of data we store on the device you use to access our services so we can recognize repeat users. Each cookie expires after a certain period of time, depending on what we use it for. We don't believe cookies are sinister, but you can still choose to remove or disable cookies via your browser. Refer to your web browser's configuration documentation to learn how to do this. Please note that doing this may adversely impact your ability to use our services. Enabling cookies ensures a smoother experience when using our websites. By using our websites and agreeing to this privacy policy, you expressly consent to the use of cookies as described in this policy. We use cookies and similar technologies for several reasons:
- To make our site easier to use. If you use the "Remember me" feature when you sign into your account, we may store your username in a cookie to make it quicker for you to sign in whenever you return to Bobuild.

- For security reasons. We use cookies to authenticate your identity, such as confirming whether you are currently logged into Bobuild.
- To provide you with personalized content. We may store user preferences, such as your default language, in cookies to personalize the content you see.
- To improve our services. We use cookies to measure your usage of our websites and track referral data, as well as to occasionally display different versions of content to you. This information helps us to develop and improve our services and optimize the content we display to users.
- In addition to the above, we have implemented on our websites and other services certain Google Analytics features that support Display Advertising, including re-targeting. Visitors to our websites may opt out of certain types of Google Analytics tracking, customize the Google Display Network ads by using the Google Ad Preferences Manager and learn more about how Google serves ads by viewing its Customer Ads Help Center. If you do not wish to participate in Google Analytics, you may also download the Google Analytics opt-out browser add-on.

Blogs and Forums. Our websites may offer publicly accessible blogs and community forums. You should be aware that any information you provide in these areas may be read, collected, and used by others who access them. We're not responsible for any personal information you choose to submit in these areas of our site. To request removal of your personal information from our blog or community forum, contact us at privacy@bobuild.com. In some cases, we may not be able to fulfill your request and we will let you know why. Commenting systems on our blogs are managed by a third party application that may require you to register to post a comment. Please review that application's privacy policy to learn how the third party uses your information.

Online Tracking. We currently do not process or comply with any web browser's "do not track" signal or other similar mechanism that indicates a request to disable online tracking of individual users who visit our websites or use our services (unless otherwise stated in a service-specific privacy statement).

Safety of Children and COPPA. Our services are not intended for and may not permissibly be used by individuals under the age of 13. Bobuild does not knowingly collect personal data from persons under 13 or allow them to register. If it comes to our attention that we have collected personal data from such a person, we may delete this information without notice. If you have reason to believe that this has occurred, please contact us at privacy@bobuild.com.

English version controls. Non-English translations of this privacy policy may be provided for convenience. In the event of any ambiguity or conflict between translations, the English version is authoritative.

IP addresses. Our servers record the incoming IP addresses of visitors to our websites (whether or not the visitor has a Bobuild account) and store the IP addresses in log files. We use these log files for purposes such as system administration and maintenance, record keeping, tracking referring websites, inferring your location, and security purposes (e.g. controlling abuse, spam and DDoS attacks). We also store IP addresses along with certain actions you take on our system. IP addresses are only linked to app data if an app creator has configured an app page to store IP addresses. By agreeing to this privacy policy, you expressly consent to Bobuild using your IP address for the foregoing purposes. If you wish to opt out from the foregoing consent to use your IP address, you must cancel your account (if you have one) or not use apps built with Bobuild.

By using Bobuild services you expressly consent to the following:

- You consent to the collection, use, disclosure and processing of your personal data in the manner described in this privacy policy, including our procedures relating to cookies, IP addresses and log files.
- You consent to us sharing your personal data with relevant persons working for service providers who assist us to provide our services.
- If you have enabled cookies on your web browser, you consent to our use of cookies as described in this privacy policy.

Privacy for app creators

What information does Bobuild collect?

There are two big categories of data we process:

A. Data that you store or you collect from app users by means of an app created with Bobuild (we call this "app data"). For this category of data, Bobuild is a "data processor".
B. Data that we collect directly from you or about you in relation to your usage of Bobuild. For this category of data, Bobuild is a "data controller".

Information we collect directly from you:

- **Registration information.** You need a Bobuild account before you can create apps with Bobuild. When you register for an account, we collect your name, last name, password and email address.
- **Billing information.** If you subscribe to a paid plan, we require you to provide your billing details, such as address, VAT number and financial information corresponding to your selected method of payment (e.g. a credit card number and expiration date or a bank account number). If you provide a billing address, we will regard that as the location of the account holder.
- **Account settings.** You can set various preferences and personal details. For example, your default language, timezone and communication preferences (e.g. opting in or out receiving marketing email from Bobuild).
- **App structure.** We store object and page definitions, including any hard-coded text you configure, and email addresses you configure in tasks.
- **Other data you intentionally share.** We may collect your personal information or data if you submit it to us in other contexts. For example, if you provide us with a testimonial, or you disclose it with our team via chat or email.

Information we collect about you indirectly or passively when you interact with us:

- **Usage data.** We collect usage data about you whenever you interact with our services. This may include which web pages you visit, what you click on, when you performed those actions, and so on. Additionally, like most websites, our web servers keep log files that record data each time a device accesses our servers. The log files contain data about the nature of each access, including originating IP addresses, the files viewed on our site (e.g. HTML pages, graphics, etc.), operating system versions, timestamps, device type, browser type. We may also infer your geographical location based on your IP address.
- **Referral data.** If you arrive at a Bobuild website from an external source (such as a link on another website or in an email), we record information about the source that referred you to us.
- **Information from page tags.** We use third party tracking services that employ cookies and page tags to collect aggregated and anonymized data about visitors to our websites. This data includes usage and user statistics. Emails sent by Bobuild may include page tags that allow the sender to collect information about who opened those emails and clicked on links in them.

Why and how do we use the information we collect?

Generally, we use the information we collect from you in connection with providing our services to you and, on your behalf, to your app users. For example, specific ways we use this information are listed below.

However, this privacy policy is not intended to restrict our use of app data that you have chosen to make available online through a public page.

- To provide you with our services.
  - This includes providing you with customer support, which requires us to access your information to assist you (such as with app design and creation or technical troubleshooting).
- To manage our services. We internally use your information, including certain app data, for the following limited purposes:
  - To monitor, maintain, and improve our services and features. We internally perform statistical and other analysis on information we collect (including usage data, device data, referral data, app structure and data and information from page tags) to analyze and measure user behavior and trends, to understand how people use our services, and to monitor, troubleshoot and improve our services, including to help us evaluate or devise new features. We may use your information for internal purposes designed to keep our service secure and operational, such as for troubleshooting and testing purposes, and for service improvement, marketing, research and development purposes. We may contact you to assess any problems in the service or know how to improve your user experience. This does not allow us to do any kind of monitoring of profiling based on personal data contained in your app data.
  - To enforce our Terms of Service.
  - To prevent potentially illegal activities.
  - To comply with a legal obligation applicable to us from time to time, such as those set forth in tax and anti-money laundering laws and regulations. In any such cases, the data will be processed only during the periods set forth by said laws, being deleted thereafter.
  - To screen for and prevent undesirable or abusive activity. For example, we have automated systems that screen content for phishing activities, spam, and fraud.
  - To contact you about your service or account. We occasionally send you communications of a transactional nature (e.g. service-related announcements, billing-related matters, changes to our services or policies, a welcome email when you first register). You can't opt out of these communications since they are required to provide our services to you.
  - To contact you for marketing purposes. We will only do this if you have consented to our contacting you for this purpose or subscribed to a newsletter. You may opt out of these communications at any time by clicking on the "unsubscribe" link in our newsletters, or changing the relevant setting on your account page. Besides any commercial electronic and non-electronic commercial communication sent when we have obtained your consent as mentioned above, we may also send you those kinds of communications when you are our client. In this last case, we will only send you information belonging to us and concerning services and/or products identical or similar to the ones you have contracted with us. In these cases, we have a legitimate interest in processing your contact information to keep you informed about any of our products and services, prevailing this interest over your right to personal data given the non-sensitive nature of the data in question and the fact that the contractual relationship built with our clients results in those clients expecting these kinds of communications.
  - To respond to legal requests and prevent harm. If we receive a subpoena or other legal request, we may need to inspect the data we hold to determine how to respond.
  - To link your account to a social media platform, in case you opt to sign in by means of a third party social media platform. In this case we may obtain ID confirmation and other information from that third party.

With whom do we share or disclose your information?

We treat your app structure and data as information that is private to you (except if you have configured your app to make all or part of your data available via a public page). We do not sell or give your structure or data to third parties other than as described in this privacy policy or unless we have your express consent.

We recognize that you have entrusted us with safeguarding the privacy of your information. Because that trust is very important to use, the only time we will disclose or share your personal information or app data with a third party is when we have done one of three things, in accordance with applicable law: (a) given you notice, such as in this privacy policy; (b) obtained your express consent, such as through an opt-in checkbox; or (c) de-identified or aggregated the information so that individuals or other entities cannot reasonably be identified by it.

Service providers (sub-processors). We share your information with our service providers who help us to provide our services to you (e.g. hosting providers, sysadmin contractors, payment processors, etc.). We contractually bind these service providers to keep your information confidential and to use them only for the purpose of providing their services, in accordance with this privacy policy. For example, we use payment processors who help us to process credit card transactions. By using our services, you authorize Bobuild to sub-contract in this manner on your behalf. In rare circumstances, we may share information if required by law, or in a corporate restructuring or acquisition context (see below for more details). The updated list of third-party suppliers, operating as data processors pursuant to art. 28 of the GDPR, is available by sending a request to privacy@bobuild.com

Access control. You are able to control who can view, insert, delete, or modify your data by configuring pages within your apps and API endpoints. For example, all or part of your data can be made completely public (and indexable by search engines), password protected, or limited to a restricted list of people.

We may also disclose:
- Your account details to your billing contact. If your details (as the account holder) are different to the billing contact listed for your account, we may disclose your identity and account details to the billing contact upon their request (we also will usually attempt to notify you of such requests). By using our services and agreeing to this privacy policy, you consent to this disclosure.
- Your email address to your organization. If the e-mail address under which you've registered your account belongs to or is controlled by an organization, we may disclose that email address to that organization in order to help it understand who associated with that organization uses Bobuild, and to assist the organization with its enterprise accounts (please do not use a work email address for our services unless you are authorized to do so, and are therefore comfortable with this disclosure.)
- Aggregated or de-identified information to third parties to improve or promote our services. No individuals can reasonably be identified or linked to any part of the information we share with third parties to improve or promote our services.
- Your information if required or permitted by law. We may disclose your information as required or permitted by law, or when we believe that disclosure is necessary to protect our rights, protect your safety or the safety of others, and/or to comply with a judicial proceeding, court order, subpoena, or other legal process served on us.

- Your information if there's a change in business ownership or structure. If ownership of all or substantially all of our business changes, or we undertake a corporate reorganization (including a merger or consolidation) or any other action or transfer between Bobuild entities, you expressly consent to Bobuild transferring your information to the new owner or successor entity so that we can continue providing our services. If required, Bobuild will notify the applicable data protection agency in each jurisdiction of such a transfer in accordance with the notification procedures under applicable data protection laws.
- Information you expressly consent to be shared. For example, we may expressly request your permission to provide your contact details to third parties for various purposes, including to allow those third parties to contact you for marketing purposes. (You may later revoke your permission, but if you wish to stop receiving communications from a third party to which we provided your information with your permission, you will need to contact that third party directly.)

Where do we process the information we collect?

Information for which we act as data controller (thus not including app data) may be transferred, processed, and stored in countries that do not have data protection laws as protective as those in your jurisdiction. Your agreement to the terms of this Privacy Policy, followed by your submission of information in connection with the Service, represents your agreement to this international transfer of personal data.

We will never transfer, process or store your app data outside the EU.

What are your rights?

You can:
- **Update your account details.** You can update your registration and other account information on your account page. Information is updated immediately or after a check by our team.
- **Download/backup your app data.** Regardless of what subscription plan you have, we provide you with the ability to export, share and publish your app data in a variety of formats. This allows you to create your own backups or conduct offline data analysis.
- **Delete your app data.** Deleting app data using the Builder, the app itself or the API might not permanently delete app data immediately. As long as you maintain an account with us, we may retain your deleted data for a limited time in case you delete something by accident and need to restore it (which you can request by contacting us at privacy@bobuild.com). To the extent permitted by law, we will permanently delete your data if you request to cancel your account. However, if your data was previously made available to the public through a public link, additional copies of your data may remain available on the Internet even after your account has been deleted.
- **Cancel your account.** To cancel and delete your account, please contact us at privacy@bobuild.com. Deleting your account will cause all the app data in the account to be permanently deleted from our systems within a reasonable time period, as permitted by law, and will disable your access to any other services that require a Bobuild account. We will respond to any such request, and any appropriate request to access, correct, update or delete your personal information within the time period specified by law (if applicable) or without excessive delay. We will promptly fulfill requests to delete personal data unless the request is not technically feasible or such data is required to be retained by law (in which case we will block access to such data, if required by law).

Data retention. For how long do we retain your data? We will be processing your data as long as the contractual relationship with you is in force and during the five years following the end of said relationship. We generally retain your data to comply with our legal obligations, resolve disputes, or enforce our agreements. Data that is deleted from our servers may remain as residual copies on offsite backup media for up to approximately 1 month afterward.

Privacy for app users

What information does Bobuild collect?

When you use an app built with Bobuild, we collect, on behalf and upon instructions (including the ones provided in this privacy policy) of app creators, information relating to you and your use of our services from a variety of sources. These are listed below. The sections afterward describe what we do with this information.

Information we collect directly from you:

- **App data.** We collect and store the app data that you submit. The app creator is responsible for this data and manages it. Specific questions in the app forms may ask you for your personal information or data that could be used to identify you, or your IP address might be stored along with that data. If you have any questions about an app you are using, please contact the app creator directly as Bobuild is not responsible for the content and structure of that app. The app creator is usually the same person that invited you to use the app (unless you found the app via a public link) and, if they handle personal data, they are expected to have their own privacy policy.

Information we collect about you indirectly or passively when you interact with us:

- **Usage data.** We collect usage data about you whenever you interact with our services. This may include which web pages you visit, what you click on, when you performed those actions, and so on. Additionally, like most websites, our web servers keep log files that record data each time a device accesses our servers. The log files contain data about the nature of each access, including originating IP addresses, the files viewed on our site (e.g. HTML pages, graphics, etc.), operating system versions, timestamps, device type, browser type. We may also infer your geographical location based on your IP address. Note that we do not link this usage data to your app data.
- **Referral data.** We record information about the source that referred you to an app (e.g. a link on a website or in an email).
- **Information from page tags.** We use third party tracking services that employ cookies and page tags to collect aggregated and anonymized data about visitors to our websites. This data includes usage and user statistics.

2. How does Bobuild use the information we collect?

Your app data is owned and managed by the app creator, and we treat that information as private to the app creator, except if the app creator has configured the Bobuild app to make all or part of it available via a public page. Please contact the app creator directly to understand how they will use your app data. Some app creators may provide you with a privacy policy or notice at the time you use their app and we encourage you to review that to understand how the app creator will handle your data. Bobuild does not sell app data to third parties without the app creator's permission and we do not use any contact details collected in such data to contact you or third parties.

We also use the information we collect from you (including usage data, device data, referral data and information from page tags) to manage and improve our services, for research purposes, and for the various purposes described in the App Creator version of this privacy policy (see above).

With whom do we share or disclose your information?

We disclose your app data to app creators. We host apps for app creators, but they are really the data controllers and primary curator of app data. Anything you expressly disclose in your app data will, naturally, be provided to them. Please contact the app creator directly to understand how they might share your app data. Please see the App Creator version of this privacy policy to understand what Bobuild tells app creators about how we handle app data, and to whom Bobuild may disclose app data.

What are your rights?

Contact the app creator to access and correct your responses and personal information. Because we collect app data on behalf of app creators, you will need to contact the app creator if you have any questions about the app, or if you want to access, update, or delete anything in your responses. We provide app creators with tools to maintain the data they collect through their apps. You may request access to and correction of the personal information we hold about you by contacting us at privacy@bobuild.com, but in most cases Bobuild cannot provide you with this access since app data are the app creator's private information (except if the app creator has configured the app to make all or part of it available via a public page) and giving you access may have an unreasonable impact on the privacy of other individuals. We will respond to your request for access or correction within a reasonable time and, where reasonable and practicable to do so, we will provide access to your personal information in the manner requested by you.