



Privacy Policy / July 22nd, 2019

Website Privacy Policy

Advanced Mobility Analytics Group Pty Ltd (“AMAG”, “us”, “we”, or “our”) operates the website and associated services located at <https://amagroup.io>.

This policy is intended to describe our policies regarding the collection, use, and disclosure of personal data when you use our Services and the choices you have associated with that data.

We use your data to provide and control access to our associated services. By using AMAG’s website, services, or signing up for our services, you agree to the collection and use of information in accordance with this policy.

1.0 Information Collection and Use

An overview of the data we collect and how it is used

We collect several different types of information strictly to provide and control access to the website and Services. This information is not used outside of granting and controlling access/authentication to the website and Services. All data gathered for analytic purposes is analyzed strictly for monitoring traffic and determining the type of client usage when interacting with the Service its hosted website domain.

Types of Data Collected

Personal Data

While using our Service, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you (“Personal Data”). Personally identifiable information may include, but is not limited to:

- Email address
- Contact phone number
- First name and last name
- Anonymized Cookies and Usage Data (Google Analytics, Google Ad Manager Targeting)

Usage Data

We may also collect information how the Service is accessed and used (“Usage Data”). This Usage Data may include information such as your computer’s Internet Protocol address (e.g. IP address), browser type, browser version, the pages of our Service that you visit, the time and date of your visit, the time spent on those pages, unique device identifiers and other diagnostic data.

Tracking & Cookies Data



We use cookies and similar tracking technologies to track the activity on our Service and hold certain information.

Cookies are files with a small amount of data which may include an anonymous unique identifier. Cookies are sent to your browser from a website and stored on your device. Tracking technologies also used are beacons, tags, and scripts to collect and track information and to improve and analyze our Service.

You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Service.

Examples of Cookies we use:

- **Session Cookies.** We use Session Cookies to operate our Service.
- **Preference Cookies.** We use Preference Cookies to remember your preferences and various settings.
- **Security Cookies.** We use Security Cookies for security purposes.

2.0 Use of Data

AMAG uses the collected data for various purposes:

- To provide and maintain the Service
- To notify you about changes to our Service
- To allow you to participate in interactive features of our Service when you choose to do so
- To provide customer care and support
- To provide analysis of anonymous metrics so that we can improve the Service
- To monitor the usage of the Service
- To detect, prevent, and address technical issues

3.0 GDPR Compliance

AMAG will make, to the best of its abilities, every effort to comply with all previous, current, and future amendments to the European Union's standard known as the General Data Protection Regulation. The adherence complies with (but is not strictly limited to):

- Information held by AMAG and the Service does not collect any additional information beyond what is strictly necessary for the client to access and use the application, and what is strictly necessary for AMAG to provide and control access to the application.
- Upon request, AMAG will delete any and all customer, client, or requester information that we have on file. While we do not maintain



email lists, and regularly audit our stored data, we maintain an ability to delete all associated data (such as personal phone number or service credentials) should it be requested. This can be accomplished by emailing [ADMIN EMAIL ADDRESS]

- AMAG does not transmit personal data to ANY third party aside from the anonymous metrics sent to Google via the Google Analytics Platform, nor does AMAG use this personal data for any reason outside the scope(s) listed within this policy.
- Per Article 39, AMAG does not have a designated Data Protection Officer but requests for information that are on file can be forwarded to [ADMIN EMAIL ADDRESS]. The designated respondent will process requests for any and all information the application has on file providing the requestor is the respective owner of such information and can prove themselves as such. The GDPR and industry standard to process these requests is one month, however AMAG will make every effort to respond within five to seven business days, time which should be allocated by the requestor in order to prove the requestor's identity as well as compile and securely send the requested information.
- Data breaches – AMAG takes security and data information integrity as one of the most critical aspects of the Service. In order to provide the customers and clients with the most secure platform that can be reasonably achieved, this may result in application downtime as well as critical updates necessary to promote a “security first” development strategy. Any and all data breaches will be investigated, and users will be notified immediately following any such events, with continual updates. AMAG itself does not have readable access to sensitive information (such as passwords), and thus any breach of information integrity will result in encrypted data that cannot be used maliciously.
- Per Article 17, the user/client has the right to erasure, that is to say they have the right to request their information no longer be held on file. In order to achieve this, requests for erasure (from both the email subscription service and the application itself) will be logical and user-friendly. Once the request for removal, erasure, or cancellation is received, the data AMAG has on file will be expeditiously removed, and a confirmation will be sent to the user/client.
- Children under the age of 16 are not permitted to register or use this application or Service, regardless of parental consent, and will hold all parties responsible for upholding these regulations. Any attempts to circumnavigate these provisions will result in immediate termination of the offending accounts, and offending parties may be subject to further legal recourse.
- Users/clients have the right to revoke their consent to the Privacy Policy listed herein, for any reason, providing they either notify AMAG of their withdrawal of consent or otherwise terminate their own account/subscription through the standard interactive process provided within the platform.



4.0 Transfer Of Data

Your information, including Personal Data, may be transferred to – and maintained on – computers located outside of your state, province, country or other governmental jurisdiction where the data protection laws may differ than those from your jurisdiction.

Your consent to this Privacy Policy followed by your submission of such information represents your agreement to that transfer.

AMAG will take all steps reasonably necessary to ensure that your data is treated securely and in accordance with this Privacy Policy and no transfer of your Personal Data will take place to an organization or a country unless there are adequate controls in place including the security of your data and other personal information.

5.0 Legal Requirements

AMAG may disclose your Personal Data in the good faith belief that such action is necessary to:

- To comply with a legal obligation
- To protect and defend the rights or property of AMAG
- To prevent or investigate possible wrongdoing in connection with the Service
- To protect the personal safety of users of the Service or the public
- To protect against legal liability

6.0 Security Of Data

The security of your data is important to us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While we strive to use commercially acceptable means to protect your Personal Data, we cannot guarantee its absolute security.

7.0 Service Providers

We may employ third party companies and individuals to facilitate our Service (“Service Providers”), to provide the Service on our behalf, to perform Service-related services or to assist us in analyzing how our Service is used.

These third parties have access to your Personal Data only to perform these tasks on our behalf and are obligated not to disclose or use it for any other purpose.

Analytics



We may use third-party Service Providers to monitor and analyze the use of our Service.

- **Google Analytics**

Google Analytics is a web analytics service offered by Google that tracks and reports website traffic. Google uses the data collected to track and monitor the use of our Service. This data is shared with other Google services. Google may use the collected data to contextualize and personalize the ads of its own advertising network. You can opt-out of having made your activity on the Service available to Google Analytics by installing the Google Analytics opt-out browser add-on. The add-on prevents the Google Analytics JavaScript (ga.js, analytics.js, and dc.js) from sharing information with Google Analytics about visits activity. For more information on the privacy practices of Google, please visit the Google Privacy & Terms web page: <https://policies.google.com/privacy?hl=en>

8.0 Links to Other Sites

Our Service may contain links to other sites that are not operated by us. If you click on a third party link, you will be directed to that third party's site. We strongly advise you to review the Privacy Policy of every site you visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

9.0 Legal Requirements

Our Service does not address anyone under the age of 18 ("Children").

We do not knowingly collect personally identifiable information from anyone under the age of 18. If you are a parent or guardian and you are aware that your children have provided us with Personal Data, please contact us. If we become aware that we have collected Personal Data from children without verification of parental consent, we take steps to remove that information from our servers.

10.0 Changes To This Privacy Policy

We may update our Privacy Policy from time to time. We will notify you of any changes by posting the new Privacy Policy on this page.



We will let you know via email and/or a prominent notice on our Service, prior to the change becoming effective and update the “effective date” at the top of this Privacy Policy.

If you feel that we are not abiding by this privacy policy, you should contact us immediately via telephone at [PHONE NUMBER] or by email at [EMAIL ADDRESS]

6.0 Revision History

Version	Date of Revision	Author	Changes
1.0	July 22nd 2020	Jared Keller	Initial version