

Contents

1. Introduction	1
Purpose of the Privacy Policy	1
Overview	1
2. Data Controller Information.....	2
Data Controller	2
Company Information.....	2
Data Protection Officer (if applicable)	2
Data Protection Officer (DPO): Name here.....	2
3. Data Collection	3
Personal Data Collected.....	3
Data Collection Methods	3
4. Legal Basis for Data Processing	5
1. Consent	5
2. Contractual Necessity	5
3. Legitimate Interests	5
5. How We Use Your Data.....	6
1. Matching and Communication	6
2. User Experience	6
3. Notifications	6

Safado.UK Privacy Policy Outline

1. Introduction

Purpose of the Privacy Policy

Welcome to Safado.UK! At Safado.UK, we are dedicated to providing a safe, inclusive, and engaging dating experience specifically designed for the gay community. This Privacy Policy explains how we, Safado.UK ("we," "us," or "our"), collect, use, store, and protect your personal data when you use our app.

Your privacy is of utmost importance to us, and we are committed to ensuring that your data is handled with the highest standards of security and respect. This Privacy Policy is designed to inform you about how we process your personal information and to provide transparency about our data practices. By using our app, you agree to the collection and use of your information as described in this policy.

Overview

Safado.UK is designed to connect gay men aged 18 and above, offering a platform where you can find dating and relationship opportunities. To deliver a personalized and secure experience, we collect various types of personal data. This includes information you provide directly, such as your name, email address, and preferences, as well as data collected through your interactions with the app, such as messages and profile visits.

In this Privacy Policy, we outline the following key aspects of our data practices:

- **Data Collection:** How we collect and what types of personal data we gather.
- **Use of Your Data:** The purposes for which we use your data to enhance your experience and provide our services.
- **Data Protection:** The measures we take to ensure your data is protected and secure.
- **User Rights:** Your rights concerning your data, including how you can access, update, or delete your information.
- **Third-Party Services:** Information on how and why we may share your data with third parties and the safeguards in place.
- **Cookies and Tracking:** Details on our use of cookies and other tracking technologies, and how you can manage your preferences.

2. Data Controller Information

Data Controller

Safado.UK is the data controller responsible for collecting and processing your personal data when you use our app. As the data controller, we determine the purposes and means of processing your personal data and are committed to ensuring that your information is handled in accordance with data protection laws, including the General Data Protection Regulation (GDPR).

Company Information

Company Name: Safado.UK

Safado.UK is a startup dedicated to providing a modern dating experience for the gay community across Europe and beyond. Our platform is built on the principles of respect, inclusivity, and user safety, ensuring that every interaction is meaningful and secure. As we expand, we are committed to maintaining the highest standards of data privacy and security.

Email Address: safadoapp.uk@gmail.com

Phone Number: +44 7576 033772

Office Address: 92, Shirland Road,
London, England,
W9 2EQ

Data Protection Officer (if applicable)

To ensure compliance with data protection regulations and to support your rights regarding your personal data, we have appointed a Data Protection Officer (DPO). The DPO oversees our data protection practices and is available to assist with any queries or concerns you may have regarding your data.

Data Protection Officer (DPO): Elpidio Soares de Oliveira

DPO Contact Information:

Email Address: safadoapp.uk@gmail.com

Phone Number: +44 7576 033772

Office Address: 92, Shirland Road,
London, England,
W9 2EQ

3. Data Collection

Personal Data Collected

To provide you with a personalized and secure dating experience, Safado.UK collects various types of personal data from you. This information helps us tailor our services to your preferences and enhance your user experience. The types of personal data we collect include:

Name: Your full name, used to create and personalize your profile.

Age: Your date of birth or age to ensure you meet the minimum age requirement and to match you with users of similar age ranges.

Email Address: Your email address for account registration, communication, and notifications.

Location Data: Information about your geographic location to help match you with users in your area and provide location-based services.

Sexual Orientation: Your sexual orientation to facilitate meaningful matches and connections with other users.

Profile Pictures: Photos you upload to your profile to help others recognize and connect with you.

Preferences: Your dating preferences, interests, and other personal choices that assist in providing a more tailored experience.

Data Collection Methods

We collect personal data through the following methods:

1. Direct Collection:

Account Creation: When you sign up for Safado.UK, you provide us with personal information such as your name, email address, and age.

Profile Updates: You may update your profile information, including your sexual orientation, preferences, and profile pictures, directly through the app.

User Interactions: During your use of the app, you may enter or modify data related to your interactions, such as messaging other users and updating your preferences.

2. Automatic Collection:

Activity Data: We automatically collect data related to your activity within the app, including messages sent, matches made, profile visits, and other interactions. This data helps us improve our services, provide you with relevant suggestions, and enhance your overall experience.

Device and Usage Information: We may collect information about the device you use to access Safado.UK and details about how you use the app, such as IP address, browser type, and operating system. This information assists in ensuring the app functions correctly and in identifying any issues.

4. Legal Basis for Data Processing

Under the General Data Protection Regulation (GDPR), Safado.UK processes your personal data based on several legal grounds. Each of these grounds justifies our data processing activities in different contexts:

1. Consent

Sensitive Data Processing: We process sensitive personal data, including your sexual orientation and relationship preferences, only with your explicit consent. This consent is obtained when you provide this information through your profile settings and preferences. You have control over this consent and can withdraw it at any time.

Withdrawing Consent: You may withdraw your consent for the processing of sensitive data through your account settings or by contacting us directly. Upon withdrawal of consent, we will cease processing the data, though this may impact the functionality and personalized features of the app that rely on this information.

2. Contractual Necessity

Fulfilling Our Contract: We process personal data to fulfill our contractual obligations with you. This includes using your data to provide our core services, such as:

Matchmaking Services: Utilizing your preferences, location, and other relevant data to connect you with potential matches.

Communication: Managing and facilitating communication between users, including sending notifications, messages, and updates related to your account and activity within the app.

Service Provision: The processing of personal data is essential for the delivery of the services you have requested and agreed upon when using Safado.UK. Without this processing, we would be unable to provide you with the functionalities and features of the app.

3. Legitimate Interests

Improving App Functionality: We process data based on our legitimate interests to enhance and optimize the functionality of Safado.UK. This includes analyzing user activity to identify trends, detect issues, and make improvements to the app's performance and user interface.

Ensuring Security: To protect the security and integrity of our platform, we process data to prevent fraudulent activities, detect and address technical problems, and ensure the safety of our users. This processing helps us maintain a secure and trustworthy environment.

Enhancing User Experience: We use data to tailor and personalize your experience within the app. This includes adjusting recommendations, notifications, and features based on your preferences and activity to provide a more relevant and engaging user experience.

5. How We Use Your Data

At Safado.UK, we use your personal data to enhance your experience and provide you with a high-quality, secure dating platform. Here's a detailed overview of how we utilize your data:

1. Matching and Communication

Matching: We use your personal data, including your profile information (such as name, age, sexual orientation, preferences, and location data), to match you with potential partners. By analyzing your profile and preferences, we aim to connect you with users who share similar interests and are looking for compatible relationships.

Facilitating Communication: Your data is used to enable and facilitate communication between you and other users within the app. This includes sending and receiving messages, responding to interactions, and engaging with matches. We process data related to your messaging activity and profile interactions to ensure smooth and efficient communication.

2. User Experience

Improving App Features: We analyze data related to user activity, such as messages sent, profile visits, and matches made, to continually improve the features and functionality of Safado.UK. This analysis helps us identify trends, understand user behavior, and implement enhancements that make the app more user-friendly and engaging.

Performance Optimization: We use data to monitor and optimize the performance of the app. This includes detecting and addressing any technical issues, improving app responsiveness, and ensuring that the platform operates smoothly across different devices and operating systems.

Personalization: Your activity and preferences are analyzed to personalize your app experience. This includes tailoring recommendations, adjusting app features to suit your interests, and providing relevant content and suggestions based on your interactions within the app.

3. Notifications

Match Notifications: We use your contact information, including your email address and in-app notification settings, to inform you about new matches and interactions with other users. These notifications help you stay updated on your activity and connect with potential partners.

Message Alerts: To ensure you are informed of new messages and conversations, we send notifications to your provided contact details. This helps you engage promptly with other users and maintain active communication.

App Updates: We use your contact information to send updates about changes to the app, new features, and important information related to your account. These notifications ensure you are aware of any relevant updates and improvements to the app.

In summary, the data we collect is crucial for delivering a personalized, secure, and engaging dating experience. By using your data for matching, communication, improving app functionality, and sending notifications, we aim to provide a high-quality service that meets your needs and expectations. If you have any questions about how your data is used, please refer to the "Contact Information" section for further assistance.

