



# PRIVACY POLICY

At MiddleMan, your privacy is a priority. We are committed to safeguarding your personal information. This Privacy Policy outlines how we collect, use, and protect your data when you use the MiddleMan app. By using the app, you agree to the practices described in this Privacy Policy.

## Information We Collect

We may collect personal information that you provide directly to us, such as your name, email address, phone number and company information. Additionally, we collect information related to your interactions with our app, such as transaction history, preferences, and technical data like your IP address, device type, and app usage metrics. If you enable location services, we may collect and use location data to enhance your experience.

## How We Use Your Information

We use your personal information to:

- Facilitate communication between parties.
- Provide customer support and respond to inquiries.
- Improve and customize our app, services, and user experience.
- Communicate with you about updates, promotions, and relevant service-related information.
- Ensure compliance with legal obligations and protect against fraud or misuse.

We only send promotional emails if you have provided explicit consent. Transactional and service-related communications may be sent as needed to fulfill our obligations.

## Data Security

We employ industry-standard security measures to protect your data against unauthorized access, alteration, disclosure, or destruction. These include encryption, secure storage, and access controls. While we work to secure your information, please note that no system is completely secure, and we cannot guarantee absolute data protection.

### **Third-Party Services**

We may share your personal information with trusted third-party service providers to support our operations, such as payment processors, email marketing platforms, and analytics services. These third parties are contractually obligated to safeguard your data and use it solely for the purposes specified by us.

### **International Data Transfers**

As part of our global operations, your data may be transferred to and processed in countries outside of your residence. We ensure these transfers comply with applicable data protection laws by implementing appropriate safeguards, such as contractual clauses or relying on certifications like Privacy Shield (where applicable).

### **Cookies and Tracking Technologies**

Our app may use cookies and similar tracking technologies to improve functionality and analyze usage. You can control cookies through your device settings, but disabling cookies may limit certain app features.

### **User Rights**

You have the following rights concerning your personal information:

- **Access and Correction:** Request access to the data we hold about you and correct inaccuracies.
- **Data Deletion:** Request deletion of your personal data, subject to applicable legal or contractual requirements.
- **Email Preferences:** Opt-out of promotional emails by using the unsubscribe link in our emails or contacting us directly.
- **Data Portability:** Request a copy of your data in a machine-readable format.

To exercise these rights, contact us at [info@middleman.online](mailto:info@middleman.online).

### **Retention of Information**

We retain your personal information only for as long as necessary to fulfill the purposes for which it was collected or as required by law. Once your information is no longer needed, it will be securely deleted or anonymized.

### **Children's Privacy**

Our app is not intended for individuals under the age of 18. We do not knowingly collect personal data from children. If we become aware of such a collection, we will take steps to delete the information promptly.

### **Changes to This Policy**

We may update this Privacy Policy periodically to reflect changes in our practices, technology, or legal requirements. Updates will be posted within the app or on our website, and we encourage you to review this policy regularly. Continued use of the app signifies acceptance of the updated policy.

### **Contact Us**

If you have any questions, concerns, or feedback about this Privacy Policy or how we handle your data, please contact us at [info@middleman.online](mailto:info@middleman.online).