

This Privacy Policy applies to personal information collected, processed, or stored by ReGen online stores and via ReGen's desktop and mobile applications and describes the extent of collection and use of personal information by ReGen Software. ReGen is a data controller of personal data processed in accordance with this Privacy Policy. ReGen has the greatest respect for your privacy and gives special attention to the confidentiality of information submitted to us when you visit our websites (current and future websites, owned or operated by REGEN, and/or for which REGEN currently or in the future provides services and/or products, hereinafter – the "Site" or "Sites") or otherwise communicate or interact with us.

This version of the Privacy Policy is effective starting October, 21, 2018.

General Provisions

1. This document, ReGen Privacy Policy (hereinafter – the Policy), contains our policies and provisions concerning the information collected about the User by ReGen.
2. By visiting our Site and downloading, installing, and using the ReGen's software (hereinafter – Applications), you accept all terms and conditions of this Policy.
3. This Policy is a part of a body of documents that set terms and conditions of use of the Site and of Applications respectively. Other documents defining the relationship between the User and ReGen are Terms of Use and the End User License Agreement(EULA).
4. Unless defined otherwise by this Policy, all terms and definitions used herein shall have the meaning defined in the Terms of Use and EULA.

Personal Information

1. Personal information means information that can be associated with a specific User, including but not limited to: name (pseudonym or nickname), email address, telephone number (e.g., in cases when you request individual technical support or assistance), and information about User's purchases and activations of Applications (preference categories and other types of preference-related advertising), payment methods, payment currencies or other payment data.
2. For website personalisation, we also gather information about the devices you use to access our sites (desktop and mobile); this may include the IP address

and other geolocation data, browser type and version, operating system and system language, referring website, time of access and other data.

3. REGEN processes the personal information that the User provides about themselves by filling out respective forms. For example, when downloading a trial version of an Application from the Site, subscribing to email newsletters, contacting REGEN for technical support or via feedback forms, etc. REGEN may set out the requirements to the information that is mandatory to provide the User with our services. If some information is not marked by REGEN as mandatorily required, the User may submit or disclose such information at his own discretion.
4. Our Privacy Policy is based on the following principles:
 - We process user data exclusively for the purposes and according to the methods provided when the data was collected.
 - We use the collected data for purposes in addition to those for which it was released only when the user has expressly consented.
 - We let third parties access the provided data exclusively for the purposes of performing the service requested and within the context of appointing a data controller.
 - We do not disclose the data, assign or transferring it to third parties for their own processing unless the User have been informed in advance and have given their consent.
 - We respond to requests for cancelling, changing, or adding the data provided.
 - We ensure proper and lawful data management.
 - We safeguard the privacy of users and apply appropriate security measures to protect the confidentiality, integrity, and availability of the data provided.
5. If we collect your personal information, the length of time we retain it is determined by a number of factors including the purpose for which we use that information and our obligations under other laws, but no longer than reasonably necessary in light of the purposes above. We may need your personal information to establish, bring or defend legal claims. For this purpose, we retain your personal information for 7 years after the date it is no longer needed by us for any transactions, fulfilling a contract purposes or marketing communications.
6. If the information submitted by you contains personal data, by using our Site, services or products or by providing personal information to us, you freely and voluntarily grant REGEN written informed consent to process that data for the purposes defined by this Policy. This includes any action (operation) or sequence of actions (operations) performed with or without using automated

tools: collecting, recording, sorting, accumulating, storing, specifying (updating, changing), withdrawing, using, transferring (distributing, providing, accessing) information to third parties, including cross-border transfer to other jurisdictions, disclosing or making available, anonymization, restriction, blocking, deleting, and destruction of personal data. The consent can be revoked at any time with immediate effect for the future by emailing us at support@regensoftware.com.

7. Sensitive information. REGEN does not collect sensitive personal data such as sexual preferences, religion, political views, or health conditions. We will not request it from you, and neither do we need it.
8. Data on children. Persons under the age of 13 should not transfer personal information to us unless they have a verifiable permission of their parent(s) or legal guardian(s). Our Site, products and services are intended for users who are 13 years of age and older. We do not knowingly collect such data, but if a parent, guardian or anyone else becomes aware of personal information we have collected from an individual under the age of 13, please contact us.
9. Your personal data is protected by legal rights, which include your right to request access to your personal data; object to or restrict our processing of your personal data; request that your personal data is erased or corrected; export your data in a machine-readable format; transmit those data to another controller. For more information or to exercise your data protection rights, please contact us using the contact details below. You can always update or delete your personal information on our sites. If at any time you would like us to delete or change any of your personal information, just email us at support@regensoftware.com.

Anonymized Data

1. When you use the Site or Applications, anonymized data may be transmitted automatically to REGEN. The data transmitted includes but is not limited to: your IP-address, location (country, area, city), browser version, traffic source, hardware model and other device-specific information, operating system version, unique device identifiers, statistical information about your actions on the Site and Application use, information about the data that is being sent and received via the Application.
2. Anonymized data may be collected and/or processed using the services of the third parties, such as:
 - analytics services;
 - social network plugins;
 - other systems and services that use and process anonymized user data.

Use of Anonymized Data

1. REGEN uses anonymized data for the following purposes:
 - Improvement of the Site and Applications;
 - Communication with the User for the purposes of informational support and improvement of the Applications, including notification through third parties;
 - Distribution of advertising materials of REGEN and/or third parties among Users as targeted audience;
 - Targeting of advertising and/or informational materials by age, gender or other attributes;
 - Marketing, statistic and other research based on anonymized data.
2. REGEN may provide anonymized data to with service providers that provide services on our behalf when it is necessary for provision of such services within the limits of the purposes listed above.
3. Cookie Notice. This notice is designed to help you understand what cookies are, how ReGen uses them and the choices you have in regards to their use. By continuing to use our sites, you are agreeing to use of cookies in the manner described in this notice.
4. What are cookies?

Cookies are small text files that are stored on your browser or the hard drive of your computer or other device when you visit our Site. This allows the Site to recognise you as a user either for the duration of your visit (using a 'session cookie') or for repeat visits (a 'persistent cookie'). They are not harmful and do not contain any information such as your home address, date of birth or credit card details.
5. The cookies we use fall into four broad types:
6. Strictly Necessary Cookies

These cookies are essential for helping you to navigate our Site and use its features, such as accessing secure areas of the website. Without these cookies, the services you have asked for, such as setting up an account cannot be provided. These cookies do not gather information about you that could be used for marketing or remembering where you've been on the Internet.
7. Analytical/Performance Cookies

In order to keep the Site, services, and products relevant, easy to use and up to date, we use web analytics services to help us understand how people use our Site. For example, we can see which parts of the Site and products are most popular, identify when errors occur, and test different versions of a page or feature to see which one works best.

8. Functionality Cookies

These cookies allow websites and applications to remember choices you make (such as your user name, language or the region you are in) and provide enhanced, more personal features. The information these cookies collect is usually anonymised which means we cannot identify you personally. They do not gather any information about you that could be used for selling, advertising, or remembering where you've been on the Internet, but help us provide advertising that is more relevant to you.

9. Targeted Marketing Cookies

We also use cookies to assist in targeted advertising. Without these cookies, online advertisements you encounter will be less relevant to you and your interests. We also use them to measure the effectiveness of our marketing communications, for example by telling us if you have responded to an advert that we have sent you.

10. The information stored in cookies is safe and anonymous to any external third party, and your account security is never compromised. For information on how to disable cookies, please consult the "Help" tab of your browser via the menu bar. Should you need any help, please contact us via email below.

Third Parties

1. To implement purchases in Applications REGEN uses services of third parties. Some types of third parties with whom we share your data are:
 - IT companies: ReGen works with businesses that support our website and other business systems.
 - Marketing companies: we work with marketing companies that help us manage our electronic communications with you or carry out surveys and product reviews on our behalf.
 - Payment processing: ReGen works with trusted third party payment processing providers in order to securely take and manage payments.
 - Here is the list of third-party companies we are cooperating with for business purposes:

Google Analytics

Google Analytics is a web analytics service provided by Google, Inc. Google Analytics uses cookies to help the website analyze how users use the site. The information generated by the cookie is transmitted to and stored by Google. Google will not associate your IP address with any other data held by Google.

Google Analytics help us understand the use of our site by our visitors. Because Google Analytics require cookies to function, users who wish to avoid tracking by Google Analytics while on our website can disable cookies in their browser. By using this website, you consent to the processing of data about you by Google in the manner and for the purposes set out above.

Fabric

We use Fabric as a crash reporting service on our mobile applications. It is used to collect information about the devices that you use and your use of our applications (for example the timestamp of when you launched the application and when the crash occurred) which enables us to diagnose and resolve problems. It helps us to further enhance your user experience and to improve the stability of mobile applications. If you do however wish to opt out of data collection via Fabric, you can do so via the application settings in our mobile applications.