

Privacy policy

This privacy policy applies between you, the User of this App and Sugar Rush Creative, the owner and provider of this App. Sugar Rush Creative takes the privacy of your information very seriously. This privacy policy applies to our use of any and all Data collected by us or provided by you in relation to your use of the App. **Please read this privacy policy carefully.**

Definitions and interpretation

In this privacy policy, the following definitions are used:

Data	collectively all information that you submit to Sugar Rush Creative via the App. This definition incorporates, where applicable, the definitions provided in the Data Protection Act 1998;
Sugar Rush Creative, we or us	Sugar Rush Creative, a company incorporated in Northern Ireland with registered number Unit 15 whose registered office is at Ormeau Business Park, Belfast, Antrim, BT7 2JA;
User or you	any third party that accesses the App and is not either (i) employed by Sugar Rush Creative and acting in the course of their employment or (ii) engaged as a consultant or otherwise providing services to Sugar Rush Creative and accessing the App in connection with the provision of such services; and
App	the App that you are currently using, https://sugarrushcreative.com/ , and any sub-domains of this site unless expressly excluded by their own terms and conditions.

In this privacy policy, unless the context requires a different interpretation:

1. the singular includes the plural and vice versa;
2. references to sub-clauses, clauses, schedules or appendices are to sub-clauses, clauses, schedules or appendices of this privacy policy;
3. a reference to a person includes firms, companies, government entities, trusts and partnerships;
4. "including" is understood to mean "including without limitation";
5. reference to any statutory provision includes any modification or amendment of it;
6. the headings and sub-headings do not form part of this privacy policy.

Scope of this privacy policy

This privacy policy applies only to the actions of Sugar Rush Creative and Users with respect to this App.

Data collected

We may collect the following Data, which includes personal Data, from you:

1. Name
2. Date of Birth;
3. Gender;
4. Operating system (automatically collected);

in each case, in accordance with this privacy policy.

Our use of Data

For purposes of the Data Protection Act 1998, Sugar Rush Creative is the "data controller".

Unless we are obliged or permitted by law to do so, and subject to any third party disclosures specifically set out in this policy, your Data will not be disclosed to third parties. This includes our affiliates and / or other companies within our group.

All personal Data is stored securely in accordance with the principles of the Data Protection Act 1998. For more details on security see the clause below (**Security**).

Any or all of the above Data may be required by us from time to time in order to provide you with the best possible service and experience when using our App. Specifically, Data may be used by us for the following reasons:

1. internal record keeping;
2. improvement of our products / services;
3. contact for market research purposes which may be done using email, telephone, fax or mail. Such information may be used to customise or update the App;

in each case, in accordance with this privacy policy.

Third party Apps and services

Sugar Rush Creative may, from time to time, employ the services of other parties for dealing with certain processes necessary for the operation of the App. The providers of such services do not have access to certain personal Data provided by Users of this App.

Links to other Apps

This App may, from time to time, provide links to other Apps. We have no control over such Apps and are not responsible for the content of these Apps. This privacy policy does

not extend to your use of such Apps. You are advised to read the privacy policy or statement of other Apps prior to using them.

Changes of business ownership and control

Sugar Rush Creative may, from time to time, expand or reduce our business and this may involve the sale and/or the transfer of control of all or part of Sugar Rush Creative. Data provided by Users will, where it is relevant to any part of our business so transferred, be transferred along with that part and the new owner or newly controlling party will, under the terms of this privacy policy, be permitted to use the Data for the purposes for which it was originally supplied to us. We may also disclose Data to a prospective purchaser of our business or any part of it. In the above instances, we will take steps with the aim of ensuring your privacy is protected.

Controlling use of your Data

Wherever you are required to submit Data, you will be given options to restrict our use of that Data. This may include the following:
use of Data for direct marketing purposes;

Functionality of the App

To use all features and functions available on the App, you may be required to submit certain Data.

Accessing your own Data

You have the right to ask for a copy of any of your personal Data held by Sugar Rush Creative (where such Data is held) on payment of a small fee, which will not exceed £100.

Security

Data security is of great importance to Sugar Rush Creative and to protect your Data we have put in place suitable physical, electronic and managerial procedures to safeguard and secure Data collected via this App.

If password access is required for certain parts of the App, you are responsible for keeping this password confidential.

We endeavour to do our best to protect your personal Data. However, transmission of information over the internet is not entirely secure and is done at your own risk. We cannot ensure the security of your Data transmitted to the App.

General

You may not transfer any of your rights under this privacy policy to any other person. We may transfer our rights under this privacy policy where we reasonably believe your rights will not be affected.

If any court or competent authority finds that any provision of this privacy policy (or part of any provision) is invalid, illegal or unenforceable, that provision or part-provision will, to the extent required, be deemed to be deleted, and the validity and enforceability of the other provisions of this privacy policy will not be affected.

Unless otherwise agreed, no delay, act or omission by a party in exercising any right or remedy will be deemed a waiver of that, or any other, right or remedy.

This Agreement will be governed by and interpreted according to the law of England and Wales. All disputes arising under the Agreement will be subject to the exclusive jurisdiction of the English and Welsh courts.

Changes to this privacy policy

Sugar Rush Creative reserves the right to change this privacy policy as we may deem necessary from time to time or as may be required by law. Any changes will be immediately posted on the App and you are deemed to have accepted the terms of the privacy policy on your first use of the App following the alterations.

You may contact Sugar Rush Creative by email at ali.mac@sugarrushcreative.com.

08 May 2017