

Privacy Policy

Effective Date: July 16, 2025

Welcome to www.propsmadness.com (the "Website"). PropsMadness ("we," "us," or "our") is committed to protecting your privacy and ensuring that your personal information is handled securely and responsibly. This Privacy Policy outlines how we collect, use, store, and protect your information when you use our Website and services.

By accessing or using the Website, you agree to the collection and use of information in accordance with this Privacy Policy.

This Privacy Policy is issued by **DataLens d.o.o.**, the company that owns and operates the PropsMadness platform.

DataLens d.o.o. is a company registered in Croatia, with its registered office at **Remetski kamenjak 18d, 10000 Zagreb**, and company registration number **HR38508594362**.

1. Information We Collect

a. Personal Information

We collect personal information that you voluntarily provide when you:

- Register for an account
- Subscribe to our Premium Services
- Contact customer support
- Use social login features (Google and Apple)

The personal information we collect may include:

- Name
- Email address
- Payment information (processed via Stripe)
- Account credentials

b. Automatically Collected Information

When you visit the Website, we automatically collect certain information through cookies and similar tracking technologies (e.g., PostHog), even if you do not register or log in. This may include:

- IP address
- Browser type and version
- Operating system
- Referring website

- Pages you view on our Website
- Dates and times of your visits
- User behavior data (e.g., clicks, scrolls, navigation paths)

We use cookies and PostHog to collect this information to better understand how users interact with our Website and to improve our services.

2. How We Use Your Information

We use your information for the following purposes:

- **Service Delivery:** To provide and maintain our services, including analyzing user interactions with our Website.
- **Analytics and Improvement:** To analyze usage patterns using PostHog and improve our Website and services.
- **Personalization:** To personalize your experience on our Website.
- **Marketing Communications:** To send you promotional materials, subject to your communication preferences.
- **Legal Compliance:** To comply with legal obligations and protect our legal rights.

3. Cookies and Tracking Technologies

We use cookies and similar technologies to enhance your experience on our Website. Cookies are small data files stored on your device. We use cookies to collect information about your browsing activities, even if you do not register or log in.

a. Types of Cookies We Use

- **Essential Cookies:** Necessary for the Website to function properly.
- **Analytics Cookies:** Used to understand how users interact with the Website (e.g., PostHog).
- **Functional Cookies:** To remember your preferences and settings.

b. Managing Cookies

You can modify your browser settings to decline cookies. However, this may affect your ability to use certain features of the Website.

4. Third-Party Services

a. PostHog

We use PostHog for data tracking and analytics. PostHog collects information about your device, browsing actions, and usage patterns, even if you do not register or log in. This helps us understand user behavior and improve our services. For more details, please refer to [PostHog's Privacy Policy](#).

b. Social Logins

You can create and log in to your account using Google or Apple credentials. By doing so, you authorize us to collect your basic profile information from these services. We do not receive your social media passwords.

c. Stripe

We use Stripe for secure payment processing. Stripe handles all payment transactions, and we do not store your payment card details. For more information, please review [Stripe's Privacy Policy](#).

d. Clerk

We use Clerk for user authentication and account management. Clerk helps us securely manage your login credentials. For more details, see [Clerk's Privacy Policy](#).

e. Intercom

We use Intercom to provide customer support and communicate with users directly through our Website. Intercom may collect and process information such as your name, email address, and user activity to help us offer timely support and improve user experience. For more details, see [Intercom's Privacy Policy](#).

5. How We Share Your Information

We do not sell or rent your personal information to third parties. We may share your information with:

- **Service Providers:** Trusted third parties who assist us in operating the Website and providing services (e.g., PostHog, Stripe, Clerk).
- **Legal Obligations:** Authorities or legal entities when required by law or to protect our rights.
- **Business Transfers:** In the event of a merger, acquisition, or asset sale, your information may be transferred.

6. How We Protect Your Information

We implement reasonable security measures to protect your personal information. However, no method of transmission over the internet or electronic storage is completely secure.

7. Your Rights

Depending on your jurisdiction, you may have the following rights regarding your personal information:

- **Access:** Request access to your personal data.
- **Correction:** Request correction of inaccurate data.
- **Deletion:** Request deletion of your personal data.
- **Objection:** Object to the processing of your data.
- **Withdrawal of Consent:** Withdraw consent at any time where we are relying on consent to process your data.

To exercise these rights, please contact us at hello@propsmadness.com.

8. International Data Transfers

Your information may be transferred to and maintained on servers located outside of your jurisdiction. By using our Website, you consent to such transfers.

9. Children's Privacy

Our Website is not intended for individuals under the age of 18. We do not knowingly collect personal information from children.

10. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with an updated effective date. We encourage you to review this Privacy Policy periodically.

11. Contact Us

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at hello@propsmadness.com.

By using the Website, you acknowledge that you have read and understood this Privacy Policy and agree to the collection and use of your information as described herein.