

Privacy Policy of the app.yucuna.com Facebook app

This Application collects some Personal Data from its Users.

Owner and Data Controller

Quattro Creative SARL
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Owner contact email: HELLO@yucuna.com

Types of Data collected

Among the types of Personal Data that this Application collects, by itself or through third parties, there are: Trackers; Usage Data; first name; last name; phone number; company name; country; county; email address; ZIP/Postal code; city; website.

Complete details on each type of Personal Data collected are provided in the dedicated sections of this privacy policy or by specific explanation texts displayed prior to the Data collection.

Personal Data may be freely provided by the User, or, in case of Usage Data, collected automatically when using this Application. Unless specified otherwise, all Data requested by this Application is mandatory and failure to provide this Data may make it impossible for this Application to provide its services. In cases where this Application specifically states that some Data is not mandatory, Users are free not to communicate this Data without consequences to the availability or the functioning of the Service.

Users who are uncertain about which Personal Data is mandatory are welcome to contact the Owner.

Any use of Cookies – or of other tracking tools — by this Application or by the owners of third-party services used by this Application serves the purpose of providing the Service required by the User, in addition to any other purposes described in the present document and in the Cookie Policy.

Users are responsible for any third-party Personal Data obtained, published or shared through this Application.

Mode and place of processing the Data

Methods of processing

The Owner takes appropriate security measures to prevent unauthorized access, disclosure, modification, or unauthorized destruction of the Data.

The Data processing is carried out using computers and/or IT enabled tools, following organizational procedures and modes strictly related to the purposes indicated. In addition to the Owner, in some cases, the Data may be accessible to certain types of persons in charge, involved with the operation of this Application (administration, sales, marketing, legal, system administration) or external parties (such as third-party technical service providers, mail carriers, hosting providers, IT companies, communications agencies) appointed, if necessary, as Data Processors by the Owner. The updated list of these parties may be requested from the Owner at any time.

Place

The Data is processed at the Owner's operating offices and in any other places where the parties involved in the processing are located.

Depending on the User's location, data transfers may involve transferring the User's Data to a country other than their own. To find out more about the place of processing of such transferred Data, Users can check the section containing details about the processing of Personal Data.

Retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

The purposes of processing

The Data concerning the User is collected to allow the Owner to provide its Service, comply with its legal obligations, respond to enforcement requests, protect its rights and interests (or those of its Users or third parties), detect any malicious or fraudulent

activity, as well as the following: Access to third-party accounts, Interaction with external social networks and platforms, Analytics and Contacting the User.

For specific information about the Personal Data used for each purpose, the User may refer to the section “Detailed information on the processing of Personal Data”.

Facebook permissions asked by this Application

This Application may ask for some Facebook permissions allowing it to perform actions with the User's Facebook account and to retrieve information, including Personal Data, from it. This service allows this Application to connect with the User's account on the Facebook social network, provided by Facebook Inc.

For more information about the following permissions, refer to the [Facebook permissions documentation](#) and to the [Facebook privacy policy](#).

The permissions asked are the following:

Basic information

By default, this includes certain User's Data such as id, name, picture, gender, and their locale. Certain connections of the User, such as the Friends, are also available. If the User has made more of their Data public, more information will be available.

About Me

Provides access to the 'About Me' section of the profile.

Access Page CTA

Provides the access to manage call to actions on User-managed Pages.

Access Requests

Provides read access to the User's friend requests.

Activities

Provides access to the User's list of activities.

App Notifications

Send notifications.

Birthday

Provides access to the birthday.

Books Actions

Shows when the User has rated, read, quoted from or has said they want to read a book with the app.

Checkins

Provides read access to the authorized User's check-ins.

Contact email

Access the User's contact email address.

Current City

Provides access to the User's current location.

Custom User Actions

Allows the app retrieve the actions published by another application as specified by the app namespace.

Education History

Provides access to education history.

Events

Provides access to the list of events the User is attending.

Family Members and Relationship Status

Provides access to the User's family and personal relationships and relationship status.

Fitness Actions

Shows the User's workout with the app.

Friend subscriptions

Provides access to the User's friends subscriptions associated with the app.

Friends' Custom User Actions

Allows the app to retrieve the actions published by another application as specified by the app namespace.

Friends' music.listens Actions

Allows the app to retrieve the actions published by all applications using the built-in music.listens action.

Friends' video.watches Actions

Allows the app to retrieve the actions published by all applications using the built-in video.watches action.

Games and App Activity

Allows the app post and retrieve game achievement activity.

Gender

Provides access to the User's gender.

Groups

Provides access to the list of groups the User is a member of.

Hometown

Provides access to the User's hometown.

Insights

Provides read access to the Insights data for pages, applications, and domains the user owns.

Instagram basic

Allows reading an Instagram account profile information and media.

Instagram manage insights

Provides access to insights for the Instagram account linked to a Facebook Page. Also gives the possibility to discover and read the profile information and media of other business profiles.

Interests

Provides access to the User's list of interests.

Leads Retrieval

Allows retrieving and reading all information captured by a lead advertisement form with an advertisement created in Ads Manager or the Marketing API.

Likes

Provides access to the list of all of the pages the User has liked.

List of Friends

Provides access to the User's list of friends that also use said app.

Manage Advertisements

Provides the ability to manage ads and call the Facebook Ads API on behalf of a User.

Manage Catalog

Allows creating, reading, updating and deleting business-owned product catalogs for which the User is an administrator.

Manage Notifications

Enables the app to read notifications and mark them as read.

Manage Pages

Enables the application to retrieve access_tokens for Pages and Applications that the User administrates.

Managing Page Advertisements

Allows managing advertisements associated with the Page.

Mobile Messaging on behalf of Page

Send and receive mobile messages on behalf of a Facebook Page.

music.listen Action

Allows the app to retrieve the actions published by all applications using the built-in music.listens action.

news.read Actions

Allows the app to retrieve the actions published by all applications using the built-in news.reads action.

Notes

Provides access to the User's notes.

Online Presence

Provides access to the User's online/offline presence.

Page Messaging

Send and receive messages through a Facebook Page.

Pages manage engagement

Allows creating, editing and deleting comments posted on the page.

Pages manage instant articles

Allows managing Instant Articles on behalf of Facebook Pages administered by the User.

Pages manage posts

Allows the creation, editing and deletion of the User's Page posts.

Pages read User content

Allows reading User generated content on the Page, such as posts, comments, and ratings by Users or other Pages, and deleting User comments on Page posts.

Pages User locale

Provides access to the User's locale through the connected Page.

Pages User timezone

Grants access to a User's time zone through the connected Page.

Photos

Provides access to the photos the User has uploaded, and photos the User has been tagged in.

Publish as Page

Enables the ability to post, comment and like as any of the Pages managed by the User.

Publish Checkins

Enables the app to perform checkins on behalf of the User.

Questions

Provides access to the questions the User has asked.

Read advertisements

Allows to pull advertisement report information for advertisements accounts owned or granted access to by the owner or owners of other advertisement accounts, through this permission. Also provides access to the Server-Side API to allow advertisers to send web events from their servers directly to Facebook.

Read attribution

Grants access to the Attribution API to pull attribution report data for lines of business owned or granted access to by the owner or owners of other lines of business.

Read Group Content

Lets the app read content in a group managed by the User.

Show List of Managed Pages

Provides the access to show the list of the Pages that the User manages.

Significant Other and Relationship Details

Provides access to the User's relationship preferences.

Status

Provides access to the User's status messages and checkins.

Tagged Places

Provides access to the places the User has been tagged at in photos, videos, statuses and links.

User location

Allows reading the city name as listed in the location field of a User's Facebook profile.

User subscriptions

Provides access to the User's subscriptions associated with the app.

User Timeline Posts Access

Provides access to the posts on a User's timeline.

video.watches Action

Allows the app to retrieve the actions published by all applications using the built-in video.watches action.

Videos

Provides access to the videos the User has uploaded and videos the User has been tagged in.

Website

Provides access to the User's web site URL.

Work History

Provides access to work history.

Detailed information on the processing of Personal Data

Personal Data is collected for the following purposes and using the following services:

Access to third-party accounts

This type of service allows this Application to access Data from your account on a third-party service and perform actions with it. These services are not activated automatically, but require explicit authorization by the User.

Facebook account access

This service allows this Application to connect with the User's account on the Facebook social network, provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing.

Permissions asked: About Me; Access Page CTA; Access Requests; Activities; App Notifications; Birthday; Books Actions; Checkins; Contact email; Current City; Custom User Actions; Education History; Events; Family Members and Relationship Status; Fitness Actions; Friend subscriptions; Friends' Custom User Actions; Friends' music.listens Actions; Friends' video.watches Actions; Games and App Activity; Gender; Groups; Hometown; Insights; Instagram basic; Instagram manage insights; Interests; Leads Retrieval; Likes; List of Friends; Manage Advertisements; Manage Catalog; Manage Notifications; Manage Pages; Managing Page Advertisements; Mobile Messaging on behalf of Page; music.listen Action; news.read Actions; Notes; Online Presence; Page Messaging; Pages manage engagement; Pages manage instant articles; Pages manage posts; Pages read User content; Pages User locale; Pages User timezone; Photos; Publish as Page; Publish Checkins; Questions; Read advertisements; Read attribution; Read Group Content; Show List of Managed Pages; Significant Other and Relationship Details; Status; Tagged Places; User location; User subscriptions; User Timeline Posts Access; video.watches Action; Videos; Website; Work History.

Analytics

The services contained in this section enable the Owner to monitor and analyze web traffic and can be used to keep track of User behavior.

Google Analytics (Universal Analytics) (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network.

In order to understand Google's use of Data, consult their [partner policy](#) and their [Business Data page](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

Google Analytics (Universal Analytics) with anonymized IP (Google LLC)

Google Analytics (Universal Analytics) is a web analysis service provided by Google LLC or by Google Ireland Limited, depending on how the Owner manages the Data processing, (“Google”). Google utilizes the Data collected to track and examine the use of this Application, to prepare reports on its activities and share them with other Google services. Google may use the Data collected to contextualize and personalize the ads of its own advertising network. This integration of Google Analytics anonymizes your IP address. It works by shortening Users' IP addresses within member states of the European Union or in other contracting states to the Agreement on the European Economic Area. Only in exceptional cases will the complete IP address be sent to a Google server and shortened within the US.

In order to understand Google's use of Data, consult [Google's partner policy](#).

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#) – [Opt Out](#); Ireland – [Privacy Policy](#) – [Opt Out](#).

Contacting the User

Contact form (this Application)

By filling in the contact form with their Data, the User authorizes this Application to use these details to reply to requests for information, quotes or any other kind of request as indicated by the form's header.

Personal Data processed: city; company name; country; county; email address; first name; last name; phone number; website; ZIP/Postal code.

Interaction with external social networks and platforms

This type of service allows interaction with social networks or other external platforms directly from the pages of this Application. The interaction and information obtained through this Application are always subject to the User's privacy settings for each social network. This type of service might still collect traffic data for the pages where the service is installed, even when Users do not use it. It is recommended to log out from the respective services in order to make sure that the processed data on this Application isn't being connected back to the User's profile.

Facebook Like button and social widgets (Meta Platforms, Inc.)

The Facebook Like button and social widgets are services allowing interaction with the Facebook social network provided by Meta Platforms, Inc. or by Meta Platforms Ireland Limited, depending on how the Owner manages the Data processing.

Personal Data processed: Trackers; Usage Data.

Place of processing: United States – [Privacy Policy](#); Ireland – [Privacy Policy](#).

Cookie Policy

This Application uses Trackers. To learn more, Users may consult the [Cookie Policy](#).

Further Information for Users

Legal basis of processing

The Owner may process Personal Data relating to Users if one of the following applies:

- Users have given their consent for one or more specific purposes.
- provision of Data is necessary for the performance of an agreement with the User and/or for any pre-contractual obligations thereof;
- processing is necessary for compliance with a legal obligation to which the Owner is subject;
- processing is related to a task that is carried out in the public interest or in the exercise of official authority vested in the Owner;
- processing is necessary for the purposes of the legitimate interests pursued by the Owner or by a third party.

In any case, the Owner will gladly help to clarify the specific legal basis that applies to the processing, and in particular whether the provision of Personal Data is a statutory or contractual requirement, or a requirement necessary to enter into a contract.

Further information about retention time

Unless specified otherwise in this document, Personal Data shall be processed and stored for as long as required by the purpose they have been collected for and may be retained for longer due to applicable legal obligation or based on the Users' consent.

Therefore:

- Personal Data collected for purposes related to the performance of a contract between the Owner and the User shall be retained until such contract has been fully performed.
- Personal Data collected for the purposes of the Owner's legitimate interests shall be retained as long as needed to fulfill such purposes. Users may find specific information regarding the legitimate interests pursued by the Owner within the relevant sections of this document or by contacting the Owner.

The Owner may be allowed to retain Personal Data for a longer period whenever the User has given consent to such processing, as long as such consent is not withdrawn. Furthermore, the Owner may be obliged to retain Personal Data for a longer period whenever required to fulfil a legal obligation or upon order of an authority.

Once the retention period expires, Personal Data shall be deleted. Therefore, the right of access, the right to erasure, the right to rectification and the right to data portability cannot be enforced after expiration of the retention period.

The rights of Users based on the General Data Protection Regulation (GDPR)

Users may exercise certain rights regarding their Data processed by the Owner.

In particular, Users have the right to do the following, to the extent permitted by law:

- **Withdraw their consent at any time.** Users have the right to withdraw consent where they have previously given their consent to the processing of their Personal Data.
- **Object to processing of their Data.** Users have the right to object to the processing of their Data if the processing is carried out on a legal basis other than consent.
- **Access their Data.** Users have the right to learn if Data is being processed by the Owner, obtain disclosure regarding certain aspects of the processing and obtain a copy of the Data undergoing processing.
- **Verify and seek rectification.** Users have the right to verify the accuracy of their Data and ask for it to be updated or corrected.
- **Restrict the processing of their Data.** Users have the right to restrict the processing of their Data. In this case, the Owner will not process their Data for any purpose other than storing it.
- **Have their Personal Data deleted or otherwise removed.** Users have the right to obtain the erasure of their Data from the Owner.
- **Receive their Data and have it transferred to another controller.** Users have the right to receive their Data in a structured, commonly used and machine readable format and, if technically feasible, to have it transmitted to another controller without any hindrance.
- **Lodge a complaint.** Users have the right to bring a claim before their competent data protection authority.

Users are also entitled to learn about the legal basis for Data transfers abroad including to any international organization governed by public international law or set up by two or more countries, such as the UN, and about the security measures taken by the Owner to safeguard their Data.

Details about the right to object to processing

Where Personal Data is processed for a public interest, in the exercise of an official authority vested in the Owner or for the purposes of the legitimate interests pursued by the Owner, Users may object to such processing by providing a ground related to their particular situation to justify the objection.

Users must know that, however, should their Personal Data be processed for direct marketing purposes, they can object to that processing at any time, free of charge and without providing any justification. Where the User objects to processing for direct marketing purposes, the Personal Data will no longer be processed for such purposes. To learn whether the

Owner is processing Personal Data for direct marketing purposes, Users may refer to the relevant sections of this document.

How to exercise these rights

Any requests to exercise User rights can be directed to the Owner through the contact details provided in this document. Such requests are free of charge and will be answered by the Owner as early as possible and always within one month, providing Users with the information required by law. Any rectification or erasure of Personal Data or restriction of processing will be communicated by the Owner to each recipient, if any, to whom the Personal Data has been disclosed unless this proves impossible or involves disproportionate effort. At the Users' request, the Owner will inform them about those recipients.

Additional information about Data collection and processing

Legal action

The User's Personal Data may be used for legal purposes by the Owner in Court or in the stages leading to possible legal action arising from improper use of this Application or the related Services.

The User declares to be aware that the Owner may be required to reveal personal data upon request of public authorities.

Additional information about User's Personal Data

In addition to the information contained in this privacy policy, this Application may provide the User with additional and contextual information concerning particular Services or the collection and processing of Personal Data upon request.

System logs and maintenance

For operation and maintenance purposes, this Application and any third-party services may collect files that record interaction with this Application (System logs) or use other Personal Data (such as the IP Address) for this purpose.

Information not contained in this policy

More details concerning the collection or processing of Personal Data may be requested from the Owner at any time. Please see the contact information at the beginning of this document.

Changes to this privacy policy

The Owner reserves the right to make changes to this privacy policy at any time by notifying its Users on this page and possibly within this Application and/or - as far as technically and legally feasible - sending a notice to Users via any contact information available to the Owner. It is strongly recommended to check this page often, referring to the date of the last modification listed at the bottom.

Should the changes affect processing activities performed on the basis of the User's consent, the Owner shall collect new consent from the User, where required.

Definitions and legal references

Personal Data (or Data)

Any information that directly, indirectly, or in connection with other information — including a personal identification number — allows for the identification or identifiability of a natural person.

Usage Data

Information collected automatically through this Application (or third-party services employed in this Application), which can include: the IP addresses or domain names of the computers utilized by the Users who use this Application, the URI addresses (Uniform Resource Identifier), the time of the request, the method utilized to submit the request to the server, the size of the file received in response, the numerical code indicating the status of the server's answer (successful outcome, error, etc.), the country of origin, the features of the browser and the operating system utilized by the User, the various time details per visit (e.g., the time spent on each page within the Application) and the details about the path followed within the Application with special reference to the sequence of pages visited, and other parameters about the device operating system and/or the User's IT environment.

User

The individual using this Application who, unless otherwise specified, coincides with the Data Subject.

Data Subject

The natural person to whom the Personal Data refers.

Data Processor (or Processor)

The natural or legal person, public authority, agency or other body which processes Personal Data on behalf of the Controller, as described in this privacy policy.

Data Controller (or Owner)

The natural or legal person, public authority, agency or other body which, alone or jointly with others, determines the purposes and means of the processing of Personal Data, including the security measures concerning the operation and use of this Application. The Data Controller, unless otherwise specified, is the Owner of this Application.

This Application

The means by which the Personal Data of the User is collected and processed.

Service

The service provided by this Application as described in the relative terms (if available) and on this site/application.

European Union (or EU)

Unless otherwise specified, all references made within this document to the European Union include all current member states to the European Union and the European Economic Area.

Cookie

Cookies are Trackers consisting of small sets of data stored in the User's browser.

Tracker

Tracker indicates any technology - e.g Cookies, unique identifiers, web beacons, embedded scripts, e-tags and fingerprinting - that enables the tracking of Users, for example by accessing or storing information on the User's device.

Legal information

This privacy policy relates solely to this Application, if not stated otherwise within this document.

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