

DATA COLLECTION AND USAGE POLICY

1. Introduction

This Data Collection and Usage Policy ("Policy") explains how MiToken Technology Limited ("the Company") collects, uses, and shares personal information. This Policy applies to all personal information collected by the Company, including through our website, mobile applications, and other online services.

2. Personal Information Collected

The Company may collect the following types of personal information:

- Contact information: name, email address, phone number, postal address
- Demographic information: age, gender, location
- Browsing behaviour: pages visited, products viewed, search history
- Device information: IP address, device type, operating system, browser type
- Other information: survey responses, feedback, reviews

3. Collection of Personal Information

The Company collects personal information through the following methods:

- Directly from individuals: The Company collects personal information directly from individuals when they interact with our website, mobile applications, and other online services.
- Cookies and other tracking technologies: The Company uses cookies and other tracking technologies to collect information about how individuals use our website and online services.
- Third-party sources: The Company may collect personal information from third-party sources, such as social media platforms and data brokers.

4. Use of Personal Information

The Company may use personal information for the following purposes:

- Providing products and services: The Company uses personal information to provide our products and services to individuals.
- Improving products and services: The Company uses personal information to analyze and improve our products and services.

- Marketing and advertising: The Company uses personal information to send marketing communications and deliver targeted advertising.
- Compliance with legal obligations: The Company uses personal information to comply with legal obligations, such as anti-spam laws and data protection regulations.

5. Sharing of Personal Information

The Company may share personal information with the following types of third parties:

- Service providers: The Company may share personal information with service providers that assist in providing our products and services, such as data analytics and customer support.
- Business partners: The Company may share personal information with business partners that assist in marketing and advertising activities.
- Legal authorities: The Company may share personal information with legal authorities in response to a legal request or to comply with legal obligations.

6. Data Retention

The Company retains personal information for as long as necessary to fulfil the purposes for which it was collected, unless a longer retention period is required by law.

7. Data Security

The Company takes the protection of personal information seriously. We implement appropriate technical and organizational measures to protect personal information against unauthorized or unlawful processing and against accidental loss, destruction, or damage.

8. Individual Rights

Individuals have the following rights regarding their personal information:

- Access: Individuals have the right to request access to their personal information.
- Correction: Individuals have the right to request that their personal information be corrected.
- Deletion: Individuals have the right to request that their personal information be deleted.
- Object: Individuals have the right to object to the processing of their personal information.

9. Changes to this Policy

The Company reserves the right to modify this policy at any time without notice. Any changes to this policy will be posted on our website and will be effective immediately upon posting.

10. Contact Information

If you have any questions or concerns about this policy, please contact us at info@mitoken.tech . Last updated: 07/05/2023

By interacting with our products and services, you acknowledge that you have read, understood, and agree to this policy.