

## ANNEX 2 – PERSONAL INFORMATION COLLECTED AUTOMATICALLY

Category of personal information	How we use it	Legal basis for the processing	Categories of recipients	Retention period
<p><b>Information about how you access and use the Service.</b> For example, the website from which you came and the website to which you are going when you leave our Service, how frequently you access the Service, the time you access our Service and how long you use it for, whether you open emails or click the links contained in emails, whether you access the Service from multiple devices, and other actions you take on the Service.</p>	<p>We use this information to:</p> <ul style="list-style-type: none"> <li>• Present our Service to you on your device;</li> <li>• Determine products and services that may be of interest to you for marketing purposes; and</li> <li>• Monitor and improve our Service and business, and to help us develop new products and services.</li> </ul>	<p>The processing is necessary for our legitimate interests, namely: to tailor our Service to the user and to improve our Service generally; to monitor and resolve issues; for marketing purposes; to communicate with users; to contact users; and for the detection and prevention of fraud.</p>	<p><i>As required in accordance with how we use it, we will share your personal information with the following:</i></p>	<p>For no longer than necessary for the purposes set out and in accordance with our legal obligations and legitimate business interests.</p>
<p><b>Information about your device.</b> We also collect information about the computer, tablet, smartphone or other electronic device you use to connect to our Service. This information can include details about the type of device, unique device identifying numbers, operating systems, browsers and applications connected to our Service through the device, your Internet service provider or mobile network, your IP address and your device's telephone number (if it has one).</p> <p>We use information about how you use and connect to our</p>			<p><b>Service providers and advisors.</b> Third party vendors and other service providers that perform services for us, on our behalf, which may include identifying and serving targeted advertisements and messages (for example, Mixpanel, Inc), providing mailing or email services, tax and accounting services, payments processing, data enhancement services, fraud prevention, web hosting, or providing analytic services (for example, Quantcast International Limited and Taboola, Inc).</p> <p><b>Select third parties.</b> Third parties, so that they can provide you with information and marketing messages about products or services that may interest you.</p> <p><b>Purchasers and third parties in connection with a business transaction.</b> Personal information may be disclosed to third parties in connection with a transaction, such as a merger, sale of assets or shares,</p>	<p>reorganization, financing, change of control or acquisition of all or a portion of our business.</p>
<p>Service to present our Service to you on your device and to determine products and services that may be of interest to you for marketing purposes.</p>				

			Law enforcement, regulators and other parties for legal reasons. Third parties as required by law or if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our Terms of Service or to protect the security or integrity of our Service; and/or (c) to exercise or protect the rights, property, or personal safety of MyWaggyTails, our users or others.	
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