

Medialooks Privacy Policy

This Privacy Policy ("Policy") describes how Medialooks Solutions LLC collects and uses your information ("Information") when you use our website ("Website") or our software products ("Products").

1. Types of information we collect

1.1. Information you provide to us

When you sign up for our services, download our Products from the Website, use our Products, place an order for any of our Products or services, communicate with our technical or sales teams, or communicate with us in any way (including offline), you are deliberately giving us information that we collect. This information may include your name, email address, address, phone number, etc. You may provide us with audio & video materials that may be necessary to help with a support claim.

We refer to this voluntarily-submitted information as "Client Information". By giving us this information, you consent to this information being collected, used and processed as described in this Policy.

1.2. Information we collect automatically

When you visit our Website, we automatically collect certain information about your device, including information about your web browser, operating system, IP address, language, time zone, etc. As you browse the Website, we collect information about the individual web pages that you view, what websites or search terms referred you to the Website, and information about how you interact with the Website. We may collect this information through the use of cookies or other tracking technologies such as pixel tags, local storage, or server logs.

When you voluntarily submit a support or error report from within our Product, we may optionally collect additional data such as software version, settings, system specifications (such as make and model of computer components), streaming or recording logs and error messages or reports contained within the event logs of your operating system.

We refer to this automatically-collected information as "Device Information".

2. How we use your information

2.1. Client Information

We may use Client Information (most notably, your name and email address) to fulfill orders or requests that you may place with us, including, but not limited to:

- provide you with a way to sign up for or download our Products;

- process your order: organize and provide presales and sales activities;
- provide you with ways to use or access our Products (such as by delivering a license key or login credentials);
- provide support services for the Products you use;
- inform you about activation instructions and subscription expiration deadlines;
- inform you about new Products, new versions of the Products, our activities as a company and new information available on our Website or other resources;
- in general, communicate with you about our Products and services.

We may use materials that you may provide us to aid further software development such as to reproduce Product behavior you report in a support ticket.

2.2. Device Information

We may use your IP address to:

- protect from fraud on our Website (such as to prevent repeated software downloads);
- establish connections between Product instances.

We may use your Hardware ID in license key generation.

We may use information that our Products automatically collect (such as Product version, device hardware specifications and network performance data) to improve the performance of our Products.

We use Google Analytics to help us understand how our customers use the Website and our Products. We do not use Google Analytics in our Direct Take application.

We use Google AdWords remarketing services to advertise to you on third-party websites (including Google) after visiting our Website.

3. Storage

3.1. Information required to fulfill your orders is stored by us on our servers in Germany.

3.2. We use third-party providers to support our sales (CRM) and customer service (ticketing system) activities. Storage is therefore defined by the policies of such providers.

4. Control

4.1. All our newsletters (with the exception of transactional emails) contain an unsubscribe link; you always can use this link to opt-out from our newsletter.

4.2. To access, modify, export or delete your Information, please submit your request via email to sales@medialooks.com.

4.3. You can always manage, enable or disable cookies in your browser. To modify the ways you allow your browser to use cookies, please see the documentation of your browser.