

# Information Guide: **Kapow Privacy Notice**

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## **Kapow SMS Gateway**

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Kapow collects basic information which you will provide upon registration to use our services. This includes:

Full name

Address

Email address

Contact telephone numbers

This identifiable information is collected to minimise fraud and protect our users. We reserve the right to access and disclose your personal data to comply with applicable laws and lawful government requests, to operate our systems properly and/or to protect our users. We also reserve the right to disclose individually identifiable information to third parties where a complaint arises concerning your use of our service(s) and that use is deemed inconsistent with our Terms and Conditions document.

Please email ['gdpr@kapow.co.uk'](mailto:gdpr@kapow.co.uk) if you have any queries.

The lawful basis for processing data is for legitimate interests. All data will be kept whilst the account is open, after which your data will be kept for a maximum of 6 years and then fully deleted from our database.

If you decide to opt-out of marketing emails in the future, your contact details will be immediately removed from our marketing database.

We apply this Privacy Notice to the Kapow website and the products and services affiliated with it. We will not sell or supply your details (or sending data) to third party companies.

We comply with the Data Protection of the Countries in which we operate.

