

# Privacy Policy

**Effective Date:** 01/01/2025

**Last Updated:** 01/01/2025

**ExtraSpecial, Inc.** (“**Company**,” “**we**,” “**our**,” or “**us**”) is committed to protecting the privacy of both admin users (“**customers**”) who use our platform to manage hyperlink previews and the end users who interact with those previews. This Privacy Policy outlines how we collect, use, share, and safeguard information, and the responsibilities of our customers regarding end-user privacy.

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## 1. Information We Collect

### a. Information from Admin Users (Customers)

We collect the following types of information when admin users sign up for and use our platform:

- **Account Information:** Name, email address, company name, and other contact details.
- **Payment Information:** Billing address and payment method details.
- **Usage Data:** Data on how admins interact with our platform, including API usage and feature engagement.
- **Support Requests:** Information provided when contacting us for support.

### b. Information from End Users (Hyperlink Recipients)

We do not directly collect personal data from end users who interact with hyperlinks created using our platform. However, we process anonymized or pseudonymized data on behalf of our customers, including:

- **Click Event Data:** Information about link clicks, such as timestamps and anonymized external user IDs provided by the admin.
- **Preview Analytics:** Aggregate metrics such as click-through rates (CTR), which are linked to anonymized user IDs controlled by the admin.

We do **not** collect or store IP addresses, names, or other identifiable information about end users unless explicitly provided by the admin.

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## 2. How We Use Information

### a. For Admin Users

We use the information collected from admin users to:

- Provide and maintain our platform.
- Communicate important updates, such as new features or policy changes.
- Offer customer support and handle billing.
- Improve our platform through analytics and usage insights.

#### **Tracking and Data Collection Methods (Feature Usage Tracking):**

We may collect anonymized or pseudonymized data about how admin users interact with specific features of our platform. This tracking is necessary for legitimate purposes, such as ensuring feature functionality, identifying popular features, and improving the overall user experience.

In addition, we use **local storage** to store API tokens and other essential data required for authentication and secure access to our platform. This ensures a seamless user experience by enabling admins to remain logged in and securely interact with the platform without repeated logins.

Since both feature usage tracking and local storage usage are essential for the proper functioning and improvement of the service, explicit consent is not required under applicable privacy regulations. If you have concerns or wish to opt out of feature usage tracking, you may contact us at **support@extraspecial.co**.

#### **b. For End Users**

We process anonymized or pseudonymized end-user data strictly on behalf of our customers to:

- Track hyperlink engagement (e.g., CTR).
- Provide admins with insights into their link performance.
- Ensure the accuracy and reliability of hyperlink previews.

We do **not** use end-user data for our own purposes or share it with third parties, except as necessary to provide the service.

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### **3. Lawful Basis for Processing**

We process admin user data based on:

- **Contractual Necessity:** To fulfill our obligations under the Terms of Service.
- **Legitimate Interests:** To improve our services, offer support, and communicate important updates.

We process end-user data strictly on behalf of our customers, who determine the lawful basis for processing (e.g., consent or legitimate interests).

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## 4. How We Share Information

### a. For Admin Users

We may share admin user information in the following scenarios:

- **With Service Providers:** Trusted third-party providers who assist us in operating the platform (e.g., cloud hosting, payment processing).
- **For Legal Compliance:** When required by law or to protect our rights.
- **Business Transfers:** In the event of a merger, acquisition, or sale of assets, admin information may be transferred to the acquiring entity.

### b. For End Users

We do **not** share end-user data except with:

- **The Admin:** Anonymized link engagement data is provided to the admin who created the hyperlink.
- **Service Providers:** Only as necessary to operate the platform (e.g., cloud storage and analytics).
- **For Legal Compliance:** If required by law.

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## 5. Subprocessors

We use trusted third-party subprocessors to help provide our services. These subprocessors may include cloud hosting providers and analytics services. A current list of subprocessors is available [\[link to live list\]](#). Customers will be notified of significant changes to this list.

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## 6. Cookies and Tracking Technologies

We may use cookies or similar technologies to enhance user experience and analyze platform usage. Customers are responsible for informing their end users and obtaining consent where required by applicable laws.

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## 7. Data Retention

- **Admin Data:** We retain admin user information as long as the account is active or as needed to comply with legal obligations.

- **End User Data:** We retain anonymized or pseudonymized end-user data only for as long as necessary to provide the service.

Admins can request data deletion by contacting us at **[support@extraspecial.co](mailto:support@extraspecial.co)**.

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## 8. Data Security

We implement appropriate technical and organizational measures to protect the information we collect, including:

- **Encryption** of data in transit and at rest.
- **Access controls** to prevent unauthorized access.
- **Regular security assessments** and audits.

However, no method of transmission or storage is completely secure, and we cannot guarantee absolute security.

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## 9. End User Privacy Responsibilities of Admins

Admins are responsible for:

- **Informing End Users:** Ensuring end users are informed about data collection and use.
  - **Obtaining Consent:** Where required, obtaining consent from end users for data collection and tracking.
  - **Handling Data Requests:** Responding to end-user requests for data access, correction, or deletion.
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## 10. International Data Transfers

If you access our platform from outside the United States, your information may be transferred to and processed in the United States, where data protection laws may differ from those in your jurisdiction. We take appropriate safeguards to ensure that your data remains protected.

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## 11. End User Rights

Since we process anonymized or pseudonymized data on behalf of our customers, end users should contact the respective admin (the sender of the hyperlink) to exercise their privacy rights, including:

- **Access:** Requesting access to their data.
- **Correction:** Requesting correction of inaccurate data.
- **Deletion:** Requesting deletion of their data.
- **Objection/Restriction:** Objecting to or restricting the processing of their data.

We will assist our customers in fulfilling these requests as required by applicable regulations.

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## 12. Admin User Rights

Admins have the following rights regarding their personal data:

- **Access and Correction:** Request access to or correction of the data we hold about them.
- **Data Deletion:** Request deletion of their account and associated data.
- **Opt-Out of Marketing:** Opt out of receiving marketing communications.

To exercise these rights, contact us at **support@extraspecial.co**.

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## 13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page with an updated effective date. If significant changes are made, we will notify admin users via email or through the platform. Continued use of the platform after such notification constitutes acceptance of the updated policy.

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## 14. Contact Us

If you have any questions or concerns about this Privacy Policy, please contact us at:

**ExtraSpecial, Inc.**

Email: **support@extraspecial.co**