

DART'S LAB

Privacy Policy

Last Updated: July 2026

Effective Date: July 2026

1. INTRODUCTION

Dart's Lab ("we," "us," or "our") respects your privacy and is committed to protecting your personal data. This Privacy Policy explains how we collect, use, process, and protect your information when you use our website, platform, and services (the "Service").

2. INFORMATION WE COLLECT

2.1 Information You Provide

- We collect information you directly provide, including:
- Name, email address, and contact information during registration
- Payment information (processed by third-party payment providers; we do not store full card details)
- Account profile information (username, avatar, bio)
- Communications you send (support tickets, emails, messages)
- Any information you voluntarily submit in forms or surveys

2.2 Automatically Collected Information

- When you use the Service, we automatically collect:
- Log data (IP address, browser type, pages visited, timestamps)
- Device information (device type, operating system, unique device identifiers)
- Cookies and similar tracking technologies
- Usage analytics (how you interact with content, features used)
- Location data (approximate, based on IP address)

3. HOW WE USE YOUR INFORMATION

- We use your personal data for the following purposes:
- To provide and improve the Service
- To process payments and manage subscriptions
- To send transactional emails (order confirmation, password resets)
- To send marketing communications (with your consent)
- To analyze usage patterns and improve user experience
- To detect and prevent fraud, abuse, and security violations

- To comply with legal obligations
- To enforce our Terms of Service and other agreements
- To respond to your inquiries and provide customer support

4. LEGAL BASIS FOR PROCESSING (GDPR)

If you are located in the European Union, United Kingdom, or other jurisdictions with data protection laws, we process your data based on:

- Your consent (marketing communications, cookies)
- Contract performance (providing the Service)
- Legal obligation (compliance with laws)
- Legitimate interests (fraud prevention, security, analytics)

5. DATA SHARING

- We may share your personal data with:
- Service providers (payment processors, hosting providers, email services)
- Law enforcement when required by law
- Business partners (with your consent)
- Other users (username and profile information on the platform, if applicable)

We do not sell or rent your personal data to third parties. We require all service providers to maintain confidentiality and use data only for the purposes we specify.

6. DATA RETENTION

We retain your personal data for as long as necessary to provide the Service and fulfill the purposes outlined in this policy. Specifically:

- Account data is retained while your account is active and for 90 days after deletion
- Transaction/payment data is retained for 7 years for tax and legal compliance
- Marketing data is retained until you unsubscribe
- Log and analytics data is retained for up to 1 year

7. COOKIES AND TRACKING

The Service uses cookies and similar technologies to:

- Keep you logged in
- Remember preferences
- Analyze usage and improve functionality
- Track marketing effectiveness

You can control cookies through your browser settings. Disabling cookies may affect functionality. By using the Service, you consent to our use of cookies as described.

8. YOUR RIGHTS (GDPR/CCPA)

Depending on your location, you may have the following rights:

- Right to access your personal data
- Right to correct inaccurate data
- Right to delete your data (with exceptions for legal retention)
- Right to data portability
- Right to opt-out of marketing communications
- Right to object to processing

9. SECURITY

We implement industry-standard security measures, including:

- SSL/TLS encryption for data in transit
- Encryption for sensitive data at rest
- Regular security audits and vulnerability assessments
- Access controls and authentication
- Compliance with payment industry standards (PCI DSS)

However, no system is 100% secure. We cannot guarantee absolute security. You are responsible for maintaining confidentiality of your password.

10. THIRD-PARTY LINKS

The Service may contain links to third-party websites. We are not responsible for their privacy practices. We encourage you to review their privacy policies.

11. CHILDREN'S PRIVACY

The Service is intended for users 18 and older. We do not knowingly collect data from children under 18. If we become aware that we have collected data from a minor, we will promptly delete it.

12. INTERNATIONAL DATA TRANSFERS

If you are located outside the UK, your data may be transferred to and processed in the UK. By using the Service, you consent to such transfers. We implement safeguards including Standard Contractual Clauses to protect your data.

13. CHANGES TO THIS POLICY

We may update this Privacy Policy from time to time. Material changes will be posted with an updated "Last Modified" date. Continued use of the Service constitutes acceptance of the updated policy.

14. DATA PROTECTION AUTHORITY

If you are located in the EU or UK and have concerns about our data processing, you have the right to lodge a complaint with your local data protection authority (e.g., ICO in the UK).