

Privacy Policy

Last Updated: July 9, 2025

Your privacy is important to me. This Privacy Policy explains how I, the operator of **guidey.dev** (“**Guidey**”, “**I**”, “**me**”, or “**my**”), collect, use, store, share, and protect personal information when you use my website and services.

This Policy applies to:

- **Clients:** Individuals or organizations who sign up for and use the Guidey platform.
- **Website Visitors:** Individuals who visit the website guidey.dev.
- **End-Users:** Visitors of Client websites who interact with onboarding experiences created with the Guidey Platform.

By using these services, you agree to the collection and use of your data as described in this Privacy Policy. This document complements my Terms of Use.

1. Key Definitions

- **Personal Data:** Any information relating to an identified or identifiable natural person.
- **Sensitive Data:** Information concerning racial or ethnic origin, religious or philosophical beliefs, health, sexual orientation, or similar categories as defined by applicable laws.
- **Data Controller:** The party that determines the purposes and means of processing personal data.
- **Data Processor:** The party that processes data on behalf of a controller.

- **Applicable Laws:** Includes the **EU GDPR**, **UK GDPR**, **Swiss FADP**, **Brazilian LGPD**, and **California CCPA**.

2. My Role in Data Processing

- **When You Are a Client:** I act as the **Data Controller** of your account and service data.
- **When Processing End-User Data on Your Behalf:** You (the Client) are the **Controller**, and I act as the **Processor**, processing data solely under your instructions.

3. Data I Collect as a Controller (From Clients)

I collect data necessary to operate your account and provide the service:

- **Account Information:** Name, email address, company name, password.
- **Billing Information:** Handled securely by trusted third-party payment processors.
- **Communications:** Records of correspondence with you.
- **Usage Data:** Data on how you interact with the platform.

4. Data I Process as a Processor (From End-Users)

When End-Users interact with onboarding guides on your website, I process:

- **Interaction Data:** Events such as tour starts and step completions.
- **Technical Data:** Browser type, IP address, device, operating system.
- **Navigation Data:** The URL and page context where guides are displayed.

4.1 Client Responsibilities (End-User Data)

You are responsible for ensuring compliance with applicable laws regarding End-User data, including informing End-Users about the use of Guidey and obtaining necessary consents.

4.2 Prohibited Use of Sensitive Data

You must not use Guidey to collect or process sensitive personal data via onboarding guides. You remain fully responsible for any violation and indemnify me against related damages.

4.3 Platform Usage Disclaimer

I am not liable for misuse, misconfiguration, or improper deployment of onboarding guides by Clients.

5. AI & Machine Learning

I do **not** use personal or anonymized data for AI or machine learning training. Data is used only to provide the services described.

6. Cookies & Tracking Technologies

- **On `guidey.dev`:** Cookies are used for site functionality and analytics, with consent management via a banner.
- **On Client sites:** I use `localStorage` (not cookies) to store non-identifiable onboarding state (e.g., progress). This data respects data minimization principles.

7. Sharing, Disclosure & International Transfers

I do **not sell** personal data. Data may be shared only with:

- **Service Providers (Sub-processors):** Hosting, analytics, and payment providers under strict data protection agreements.
- **Legal Obligations:** To comply with law or protect rights.

7.1 International Data Transfers

Data may be transferred internationally (e.g., to the USA) with appropriate safeguards like Standard Contractual Clauses.

8. Data Security & Retention

I apply reasonable technical and organizational measures to protect data. Data is retained only as long as necessary to provide services and fulfill legal obligations.

9. Your Rights

You may have rights including access, correction, deletion, restriction, and data portability depending on your jurisdiction.

- Clients may contact me at privacy@guidey.dev.
- End-Users should contact the Client website owner (their Data Controller).

10. Children's Privacy

My services are not intended for individuals under 18 years of age. I do not knowingly collect data from minors.

11. Changes to this Policy

I may update this Policy occasionally. Changes will be posted here with updated dates. Continued use after updates means acceptance.

12. Contact

For privacy questions or data rights requests, please contact me at:

 [**privacy@guidey.dev**](mailto:privacy@guidey.dev)