



CyanoAlert® App Privacy Policy

Responsible party pursuant to data protection laws, in particular the EU General Data Protection Regulation (GDPR), is Brockmann Consult GmbH.

Your rights as the data subject

You can exercise the following rights at any time:

- Information on your data stored by us and the processing thereof (Art. 15 GDPR),
- Rectification of inaccurate personal data (Art. 16 GDPR),
- Deletion of your data stored by us (Art. 17 GDPR),
- Restriction of the data processing, provided that we may not delete your data due to legal obligations (Art. 18 GDPR),
- Objection to the processing of your data with us (Art. 21 GDPR) and
- Data portability, provided that you have consented to the data processing (Art. 20 GDPR).

If you have given us consent, you may withdraw it at any time; this will remain in effect in the future.

You can contact a supervisory authority with a complaint at any time, e.g. the supervisory authority of the country of your residence or the authority that oversees us as the responsible party.

You will find a list of supervisory authorities (for the non-public area) with their respective addresses at:

https://www.bfdi.bund.de/DE/Infothek/Anschriften_Links/anschriften_links-node.html

If you have any questions, please contact us anytime by sending your enquiry at info@cyanoalert.com

Reporting form

Type and purpose of the processing

The data you enter may be used for reporting and validation analysis of satellite-based algal and cyanobacterial bloom information. A location, date and water colour category are required for this communication. Providing any additional information is optional.

Legal basis

The processing of the data entered in the contact form occurs based on a legitimate interest (Art. 6 Para. 1 (f) GDPR).

By providing the reporting form, we aim to facilitate an uncomplicated means for you to contact us and report an algal or cyanobacterial bloom. The non-personal information you enter will be saved and may be used for satellite data and product validation purposes. Additionally, the reported water colour, date and location will be publicly displayed on the App for other users.

Recipients

Recipients of the data may be processors.

Retention period

Non-personal data shall be anonymised and archived for scientific and research purposes. All personal data will be deleted immediately upon anonymisation and archiving of the associated non-personal data.

Mandatory or required provision

The provision of any personal data is voluntary.

However, we can only process your inquiry if you provide us with a location, date and water colour of the bloom you wish to report.

Using Google Maps

Type and purpose of the processing

We use Google Maps in this App. Google Maps is operated by Google LLC, 1600 Amphitheater Parkway, Mountain View, CA 94043, USA (hereinafter 'Google'). This allows us to show you interactive maps directly in the App, allowing you to conveniently use the map feature.

You'll find additional information about Google's data processing [on the Google privacy policy page](#), where you can also change your personal privacy settings in the data protection center.

[Click here](#) for detailed instructions on how to manage your own data related to Google products.

Legal basis

Your consent is the legal basis for the integration of Google Maps and the associated data transfer to Google (Art. 6 Para. 1 (a) GDPR).

Recipients

By using the App, Google receives information that you have accessed the corresponding subpage of our App. This occurs regardless of whether Google provides a user account that you are logged into, or if there is no user account. When you are logged into Google, your data will be directly assigned to your account.

If you do not want this assignment in your Google profile, you must log out of Google before activating the button. Google stores your data as usage profiles and uses them for advertising, market research and/or tailor-made design of its website. Such an analysis occurs in particular (even for users who are not logged in) to provide needs-based advertising and to inform other users of the social network about your activities on our App. You have the right to object to the formation of these user profiles, but you must submit this objection to Google.

Retention period:

We do not collect any personal data via the integration of Google Maps.

Third country transfers

Google processes your data in the United States of America and is subject to the EU-U.S. Privacy Shield:

<https://www.privacyshield.gov/EU-US-Framework>.

Revocation of consent

If you do not want Google to collect, process or use information about you via our App, you can disable location permissions for this App. In this case, you can only partially use our App as some functionalities will not be available to you.

Mandatory or required provision

The provision of your personal data is voluntary, based solely on your consent. If you prevent access, this can lead to functionality limitations in the App.

SSL encryption

To protect the security of your data during transmission, we use state-of-the-art encryption methods (such as SSL) via HTTPS.

Revision of our privacy policy

We reserve the right to amend this privacy policy so that it always complies with current legal requirements or to implement changes to our services in the privacy policy, e.g. when introducing new services. Your next visit will be subject to the new privacy policy.

Questions about this Policy

If you have any questions pertaining to data protection, please send us an e-mail at: info@cyanoalert.com