

Privacy Policy for The Show Guide App

Effective Date: 17/09/2025

Graham Walton Publishing Limited values your privacy. This Privacy Policy outlines how we collect, use, disclose, and protect your information when you use **The Show Guide App**.

By accessing or using **The Show Guide App**, you agree to the collection and use of your information as described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not use **The Show Guide App**.

1. Information We Collect

We may collect the following types of information when you use **The Show Guide App**:

a. Personal Information

- Name
- Email address
- Account credentials (if you sign up or log in to **The Show Guide App**)
- Subscription details (if applicable)

b. Usage Data

- Device information (e.g., model, operating system, unique identifiers)
- Log data (e.g., IP address, app usage data, app interactions, crash reports)
- Location data (if you opt-in to location-based recommendations in **The Show Guide App**)

c. Cookies and Tracking Technologies

We use cookies, web beacons, and similar technologies to improve your experience, track app performance, and personalize content (e.g., recommended shows) in **The Show Guide App**.

2. How We Use Your Information

We use the information we collect to:

- Provide and enhance the features of **The Show Guide App** (e.g., show recommendations, viewing history, search functionality)
- Personalize content and notifications based on your preferences and location within **The Show Guide App**
- Respond to your enquiries and provide customer support regarding **The Show Guide App**
- Communicate with you about updates, promotions, or new features of **The Show Guide App** (with your consent)

- Monitor app performance and improve user experience in **The Show Guide App**
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3. Sharing Your Information

We may share your information in the following situations:

- **With service providers:** We may share your information with trusted third parties who assist in operating **The Show Guide App**, providing customer support, and analysing app usage.
- **For legal compliance:** We may disclose your information if required by law or in response to valid legal requests (e.g., government inquiries, court orders).
- **Business transfers:** In the event of a merger, acquisition, or sale of assets, your information may be transferred as part of the transaction.

We do **not** sell your personal information to third parties.

4. Data Security

We take reasonable measures to protect your data using industry-standard security protocols. However, please be aware that no method of data transmission over the internet is entirely secure, and we cannot guarantee 100% security for data provided through **The Show Guide App**.

5. Your Rights and Choices

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

- **Access:** You can request access to the personal information we hold about you in **The Show Guide App**.
- **Correction:** You can update or correct your personal information if it's inaccurate or incomplete in **The Show Guide App**.
- **Deletion:** You may request the deletion of your account and personal information from **The Show Guide App**.
- **Opt-out:** You can withdraw consent for receiving marketing emails about **The Show Guide App** at any time.
- **Restrictions:** You may request restrictions on how we process your data within **The Show Guide App**.

To exercise these rights, please contact us at info@gwpublishing.co.uk.

6. Children's Privacy

The Show Guide App is not intended for children under the age of 13 (or the minimum age required by law in your jurisdiction). We do not knowingly collect personal information from children. If you believe we have inadvertently collected information from a child, please contact us, and we will take steps to delete that information.

7. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. Any changes will be posted on this page, and the "Effective Date" will be updated. We encourage you to review this Privacy Policy periodically for any updates regarding **The Show Guide App**.

8. Contact Us

If you have any questions or concerns regarding this Privacy Policy or your personal data in **The Show Guide App**, please contact us at:

Graham Walton Publishing Limited

Unit G9 Frome Business Park Manor Road Marston Trading Estate Frome BA11 4FN

Email: support@gwpublishing.co.uk