

Limpid Platform Privacy Policy

(Last Updated: March 1, 2026)

Introduction

At Limpid Technologies Pte. Ltd. ("Limpid", "we", "our", or "Company"), we are committed to safeguarding the privacy and personal data of our users. As a global online platform, we comply with relevant data protection frameworks, including the **General Data Protection Regulation (GDPR)** and the **Singapore Personal Data Protection Act (PDPA)**, to ensure processing is lawful, fair, and transparent.

This policy applies to all individuals interacting with our services, whether visiting our website or engaging with our digital advertising and video operations.

1. Who is responsible for processing your data?

Your personal data is handled by Limpid Technologies Pte. Ltd..

- **Address:** 6 Eu Tong Sen St, #10-01, Singapore 059817.
- **Data Protection Officer (DPO):** contact@limpid.tv.

2. Definitions

- **Personal Information:** Any data identifying an individual, such as name, email, IP address, or advertising identifiers (IDFA/GAID).
- **Processing:** Any action performed on personal information, including collection, storage, usage, or deletion.
- **User:** Refers to Site visitors, Advertisers, Publishers, and their applicable end users.

3. Information We Collect

We collect information through our website (www.limpid.tv) and our advertising services:

- **Contact Information:** Name and email submitted via support or inquiry forms.
- **Technical Information:** IP address, browser type/version, operating system, and device details.
- **Usage Information:** Content displayed to you, click-through data, and session activation times.

- **Mobile/App Data:** With consent, we may access device ID, Wi-Fi info, and basic system permissions.
- **Third-Party Data:** Information from partners (analytics, advertisers) with lawful grounds to share data.

4. Purposes of Processing & Automated Profiling

Your data is processed for:

- Providing and improving our video distribution and advertising services.
- Personalizing user experiences based on demographics and interests.
- Measuring ad effectiveness and calculating partner payments.
- Recruiting and hiring processes for submitted CVs.
- **Automated Decision-Making and Profiling:** As a programmatic Supply-Side Platform (SSP), we utilize Real-Time Bidding (RTB) algorithms to evaluate and segment users into profiles based on technical and usage information. This is necessary to deliver targeted advertising.

5. Lawful Basis of Processing

Processing occurs only under the following GDPR/PDPA grounds:

- **Consent:** You have explicitly agreed via App settings or cookies.
- **Contract Execution:** Required to fulfill agreements with Advertisers or Publishers.
- **Legitimate Interest:** Necessary for fraud detection, auditing, and improving our Site.
- **Legal Obligation:** Necessary to comply with legal requirements.

6. Disclosure of Personal Information & International Transfers

We share data with:

- **Advertising Partners:** To deliver tailored ads and manage payouts.
- **Service Providers:** Authorized third parties like AWS for storage or Google Analytics.
- **Authorities:** When legally required by government or judicial bodies.
- **International Transfers:** Data may be transferred to the US or other countries. For transfers from the EEA to countries without adequate data protection levels, we rely on legally approved mechanisms like Standard Contractual Clauses (SCCs).

7. Retention of Personal Information

We retain data only as long as necessary to fulfill service purposes or comply with laws. Contact information is maintained for the duration of our relationship, while technical data is deleted once it is no longer required for analytics or security. Bid request logs, IP addresses, and cookie data associated with programmatic advertising are typically retained for up to 90 days before being aggregated or purged.

8. Legal Age

You must be at least **18 years of age** to use Limpid Services. We do not knowingly collect personal information from children under 13.

9. Your Rights

Under the GDPR and PDPA, you may exercise:

- **Access/Rectification:** Request a copy of your data or correct inaccuracies.
- **Erasure:** Request deletion of your data (Right to be Forgotten).
- **Restriction/Objection:** Limit or object to certain processing activities.
- **Data Portability:** Receive your data in a structured, machine-readable format.
- **Withdrawal of Consent:** Change your settings at any time within our App or via email.

10. Security Measures

We employ industry-standard procedures, including **SSL encryption**, to protect data from unauthorized access. However, no transmission method is 100% secure.

11. Social Networks

Interacting with Limpid via corporate profiles (e.g., LinkedIn) is governed by this policy and the respective network's privacy rules.

12. Cookies, Similar Technologies, and Device Opt-Outs

We use cookies to store session keys and enable features.

- **Web Opt-Out:** Manage via browser settings or tools like [NAI](#) or [DAA](#).
- **Mobile Device Opt-Out:** Opt out of personalized advertising via device settings. For iOS, enable "Limit Ad Tracking". For Android, select "Opt out of Ads Personalization".

13. IAB Europe Transparency & Consent Framework (TCF)

Limpid integrates with industry-standard frameworks to ensure transparent data processing and proper user consent management in accordance with TCF policies.

14. Do Not Track (DNT)

Our Service currently does not respond to "Do Not Track" signals.

15. California Privacy Notice & Do Not Sell/Share

California residents have rights under the CCPA/CPRA:

- **Right to Know & Delete:** Request details on collected data and its deletion.
- **Opt-Out of Sale/Sharing:** We share technical data (IPs, device IDs) with third-party partners for behavioral advertising, which may constitute a "sale" or "sharing" under California law. Residents may opt out via the "Do Not Sell or Share My Personal Information" link on our footer or by contacting us.

16. Contact Us

For questions or to exercise your rights, contact our DPO: **Limpid Technologies Pte. Ltd.** 6 Eu Tong Sen St, #10-01, Singapore 059817. Email: [**contact@limpid.tv**](mailto:contact@limpid.tv)