Privacy Policy
Effective Date: 6 July 2025

1. Who we are
This SaaS service ("Service") is operated by Jens Mikael Stjernberg, a sole proprietor
registered in Finland ("we", "us").

Contact: jensmikael.stjernberg@gmail.com

2. Scope
This Policy explains how we process personal data when you use the Service.

3. What data we collect
Through PostHog we collect:
- IP address (truncated/anonymised where possible)
- Approximate location (city/country)
- Browser type and version
- Device type and operating system
- Page views and click interactions
- Session recordings (mouse movements, scrolls, clicks)
- Aggregated heatmap data

We do not maintain user accounts; no names, emails, or payment data are collected.

4. How we collect
Data is captured via the PostHog JavaScript snippet executed in your browser.

5. Purposes and legal bases
We process the data to:
- Understand how the Service is used and improve usability
- Diagnose errors and secure the Service

Legal basis under GDPR: Article■6(1)(f) Legitimate Interests. We have assessed that these
interests are not overridden by your rights or freedoms. Where required, we will also collect
your consent via a cookie banner.

6. Data retention
Raw analytics logs are retained for up to 1 month and then permanently deleted or irreversibly
anonymised.

7. Sharing
We share analytics data with PostHog Ltd., which processes it on our behalf under a Data
Processing Agreement. PostHog may store data in EU-based data centres. We do not sell or
otherwise disclose data to third parties.

8. Security
We implement TLS encryption in transit and restrict access to analytics dashboards to
authorised personnel only.

9. Your rights
Subject to local law (including GDPR articles■15■22), you may have rights to access, rectify,
erase, restrict, object, or port your data. To exercise any right, contact us at the email
above. You may also lodge a complaint with the Finnish Data Protection Ombudsman.

10. International transfers
If data is transferred outside the European Economic Area it will be protected by Standard
Contractual Clauses or other approved safeguards.

11. Changes
We may update this Policy. Material changes will be announced via our social■media channels at
least 7 days before they take effect.

12. Contact
Email: jensmikael.stjernberg@gmail.com