

Hultsfred – The Walk Application Privacy Policy

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Hultsfred - The Walk is an Augmented Reality application designed to show the user Augmented Reality content during their visit to the tourist attraction Hultsfred – The Walk.

This Privacy Policy describes what data Hultsfred - The Walk mobile application collects from its users, how the data is being stored and the ways it can be used.

Please read this Privacy Policy carefully before using the Application. By accessing or using the Hultsfred - The Walk application in any manner you agree to the terms of this Privacy Policy.

Who are we?

The Swedish Rock Archives (Svenskt Rockarkiv) collects everything that is connected to Swedish pop & rock music. Together with Hultsfred Municipality and Rock City, a tourist attraction called Hultsfred – The Walk has been created. The Swedish Rock Archives is based in Hultsfred, Sweden .

What is the Hultsfred - The Walk application?

Hultsfred - The Walk is an Augmented Reality mobile application available for free from AppStore and Google Play. The Hultsfred - The Walk application expands the reality by allowing you to see virtual content not visible for the naked eye and the application is very easy to use. Just open it and follow the instructions. Exciting and informative content is displayed on top of the real world.

Information collected by Hultsfred - The Walk application and why do we collect it?

When you download the Hultsfred - The Walk application you are asked to give permission for Hultsfred - The Walk app to use following information:

- Camera: Hultsfred - The Walk application is based on image recognition and the images (the pictures you are scanning) are recognized by the device's camera.
- App based general statistics is collected to see how the app is being used.

Personal information collected by the Hultsfred - The Walk application:

We do not collect or store any personal information like your age or gender.

Where is your data stored?

Hultsfred - The Walk content is hosted on Google Firebase.

Links to third party services: Hultsfred – The Walk campaigns may contain links to third party websites.

Please note that we cannot control and cannot be held responsible for the privacy policies of such websites. You should always read the privacy policy of a website to find out more about how personal information is collected and processed.

Sharing your information We do provide reports about the campaign success but only containing aggregated level general information. In no circumstances an individual Hultsfred - The Walk application user can not be identified.

Changes to our Privacy Policy If we decide to change our Privacy Policy, we will post those changes on this page, and update the Privacy Policy modification date above.