



Privacy Policy for Willow Stories

This Privacy Policy is designed to help you understand how Willow Stories ("Willow Stories," "we," "us," or "our") collects, uses, and discloses personal information in connection with our website, services, and communication via **WhatsApp**.

To make this Privacy Policy easier to read, our website www.willow-stories.com and our services, including communication through WhatsApp, are collectively referred to as the **"Services"**.

Updates to This Privacy Policy

We may update this Privacy Policy from time to time. If we do, we will notify you by posting the updated Privacy Policy on our website and/or through other communication channels. It is your responsibility to review these updates. Your continued use of the Services after the updates constitutes acceptance of the revised policy.

Personal Information We Collect

We collect personal information that you provide to us directly, information obtained automatically, and information about your use of WhatsApp as described below:

a) Personal Information You Provide to Us Directly

We collect personal information that you share with us, including:

- **Account Information:** If you create an account, we collect your name, email address, and other relevant information.
- **User Content:** When using our Services, including communication via WhatsApp, we collect personal information that you provide, such as text, voice messages, images, videos, and any other data shared about yourself or your **beloved passed loved ones** ("User Content").
- **Communication Information:** We collect your messages, queries, or support requests, including those sent via WhatsApp.
- **Purchases:** If you make a purchase, payment details are processed through third-party payment providers. We do not store your payment card information but may receive relevant details (e.g., billing information).



- **Surveys:** If you participate in surveys, we collect the information you provide.

b) Personal Information Collected Automatically

When using the Services, including our website, we may automatically collect:

- **Device Information:** Information such as IP addresses, browser type, operating system, and device identifiers.
- **Usage Information:** Details on your interactions with our Services, such as accessed content, the time of use, and activity.
- **Cookies and Tracking Technologies:** We use cookies and similar technologies to improve your user experience and analyze usage patterns. You can manage cookie preferences through your browser settings.

c) Personal Information via WhatsApp

When you use WhatsApp to communicate with us:

- We collect any personal information you share voluntarily via **text, voice messages, photos, videos**, or other input.
- This may include details about yourself or stories about your **beloved passed loved ones**, as provided by you.
- By using WhatsApp, you consent to the collection and processing of your personal information for the purpose of providing our Services.

How We Use Personal Information

We use your personal information for the following purposes:

a) To Provide Our Services

- Managing your account and providing access to the Services.
- Communicating with you via **WhatsApp** and other channels.
- Collecting User Content for the creation of digital memories, stories, or biographies about you or your passed loved ones.
- Sharing data with **third-party service providers** when necessary, such as for delivering tribute books, flower deliveries, or similar memorial-related services.



b) For Administrative Purposes

- Ensuring the functionality, security, and reliability of the Services.
- Improving and enhancing our Services, including developing new features.
- Responding to customer inquiries, support requests, and complaints.
- Detecting, preventing, and addressing **fraudulent activities**, including misuse of services, false accounts, or inappropriate fundraising.
- Complying with legal obligations or enforcing our terms and policies.
- Processing aggregated or anonymized data for statistical purposes to enhance service quality.

c) With Your Consent

We may use your personal information for other purposes disclosed to you at the time of collection, with your explicit consent.

Retention of Personal Information

We store your personal information only for as long as necessary to fulfill the purposes for which it was collected, or to comply with legal obligations. Specifically:

- **User Content:** Retained for a default period of **5 years**, unless extended upon your request or deleted earlier at your instruction.
- **Inactive Content:** If a shared memorial or similar project shows minimal engagement for a set duration (e.g., 3 months), it will be deleted.
- **Fraud-related Data:** Retained only as long as necessary to investigate and address fraudulent activities, up to **2 years** unless required by law.

Beyond these retention periods, personal information will be either securely deleted or anonymized for statistical use.

Ownership and Retention of Physical Products



- Any physical products or printed materials (e.g., tribute books) provided by Willow Stories remain our property until full payment is received. Users may not resell, modify, or distribute these materials until ownership is officially transferred.

Limitation of Liability

Willow Stories is not liable for delays caused by third-party providers, unforeseen circumstances, or natural variations in materials used for physical products. Our liability is limited to the correction of defective services or replacement of defective products.

Dispute Resolution and Mediation

In the event of a dispute, we encourage you to contact us first to seek an amicable resolution. If no resolution is reached within two months, you may refer the matter to an independent mediator to facilitate an alternative dispute resolution process.

Jurisdiction and Governing Law

These Terms are governed by Austrian law. Any disputes arising from these Terms will be subject to the exclusive jurisdiction of the courts of Vienna, Austria.

Your Privacy Rights

Under applicable Austrian and European data protection laws (e.g., GDPR), you have the following rights:

1. **Access:** Request access to your personal information.
2. **Correction:** Request correction of inaccurate or incomplete personal information.
3. **Deletion:** Request deletion of your personal information, where legally permissible.
4. **Restriction:** Restrict the processing of your personal data.
5. **Objection:** Object to certain types of processing, including direct marketing.
6. **Data Portability:** Request transfer of your data to another provider in a structured format.



7. **Withdraw Consent:** You may withdraw your consent at any time, particularly for communication via WhatsApp.
8. **Post-Mortem Data Management:** You may specify instructions for how your data should be managed after your passing, in accordance with applicable laws.

To exercise any of these rights, please contact us at support@willow-stories.com

Data Security

We implement technical and organizational measures to protect your personal information from unauthorized access, loss, or misuse. However, no method of transmission or storage is 100% secure. If you believe your data has been compromised, please contact us immediately.

Contact Us

If you have any questions about this Privacy Policy or wish to exercise your rights, please contact us:

- **Email:** support@willow.com
- **Address:** Rotenlöwengasse 15/5, 1090 Vienna, Austria