



lowdown

Privacy Policy

At LowDown, we are big proponents of privacy rights. Your privacy is very important to us, as is the privacy of your employees and coworkers. We strive to keep your personal information safe and secure, while maintaining transparency in what data we collect, and how we use it.

This policy applies to all information collected or submitted on LowDown's website, our apps for iPhone (LowDown - For Brewers), and any other devices and platforms.

Information we collect

LowDown requires some personally identifiable information when creating an account. All accounts must submit a valid email address and password which are stored on our databases to allow users to login, and access their account data. Each brewery must also provide a business name, and may elect to provide physical business addresses, and the names and emails of employees. Other examples of potentially identifiable information include but are not limited to brand names, recipe names, location names, and suppliers.

As a necessary part of our services, we collect and store information provided by users about their brewery's day to day operations, recipes, equipment, brew logs, and other relevant brewery data. To aid us in improving our

services, we also may collect and store data and statistics about users' behaviour while interacting with our website and apps.

Technical basics

If you enable notifications, we must store a token to send them. We will not use notifications for marketing.

If you upload images or files to LowDown, we need to store them until you delete them. We do not collect or store any images taken with the barcode scanning feature available on our mobile apps.

We use cookies on the site and similar tokens in the app to keep you logged in. We may also use cookies to keep track of errors, crashes, and bug reports encountered on our website or apps.

Our server software may also store basic technical information, such as your IP address, in temporary memory or logs.

Cloudflare

For performance and overload protection, we direct your traffic through Cloudflare before it reaches LowDown's servers. They have access to some basic technical information to perform this role, such as your IP address.

[Cloudflare's privacy policy is here.](#)

Ads and analytics

LowDown's website and apps collect aggregate, anonymous statistics, such as the percentage of users who use particular features, to improve the app.

LowDown does not currently run 3rd party ads on any of its platforms, and therefore will not use any user's data to target ads.

How we use your information

We use the information we collect to operate and improve our website, apps, and customer support.

When necessary, we may share personally identifiable information with outside parties when necessary to accomplish LowDown's functionality, such as providing a 3rd party email delivery service with the names and emails of employees in order to send alerts, reset passwords, etc.

We may share anonymous, aggregate statistics with outside parties, such as what percentage of breweries use a particular variety of hop, or as part of a forecasted demand for a type of grain in a certain region.

We may disclose your information in response to subpoenas, court orders, or other legal requirements; to exercise our legal rights or defend against legal claims; to investigate, prevent, or take action regarding illegal activities, suspected fraud or abuse, violations of our policies; or to protect our rights and property.

In the future, we may sell to, buy, merge with, or partner with other businesses. In such transactions, user information may be among the transferred assets.

Security

We implement a variety of security measures to help keep your information secure. For instance, all communication with the app and website requires HTTPS with certificate pinning. Passwords are never stored as plain text, but are [hashed](#), using industry-standard methods (currently [bcrypt](#)).

Accessing, changing, or deleting information

You may access or change your information or delete your account from the LowDown web app.

Deleted information may be kept in backups for up to 90 days. Backups are encrypted and are only accessed if needed for disaster recovery.

LowDown may delete your information at any time and for any reason, such as technical needs, legal concerns, abuse prevention, removal of idle accounts, data loss, or any other reason.

California Online Privacy Protection Act Compliance

We comply with the California Online Privacy Protection Act. We therefore will not distribute your personal information to outside parties without your consent.

Your Consent

By using our site or apps, you consent to our privacy policy.

Contacting Us

If you have questions regarding this privacy policy, you may email privacy@thelowdown.app Please note that account deletion should be done on the LowDown web app, not via email requests, for security reasons.

Change Log

July 8th, 2020 - Privacy policy is written and effective immediately.