

Gripped

Privacy Policy

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Website: <https://totallygripped.com>

1. Introduction

Gripped ("we," "our," or "us") operates the Gripped web application accessible at <https://totallygripped.com>. This Privacy Policy explains how we collect, use, disclose, and safeguard your personal information when you use our service.

By creating an account or using Gripped, you agree to the collection and use of information in accordance with this policy.

2. Information We Collect

2.1 Information You Provide Directly

- **Account Information:** Email address, display name, and password when you create an account.
- **Profile Information:** Profile photo, banner image, and profile prompt responses (such as favourite actors, directors, guilty pleasures, and text-based prompts) that you choose to add.
- **Ratings and Watch History:** Films and TV shows you rate (love, like, dislike), skip, or mark as seen.
- **Watchlist Data:** Titles you add to your personal watchlist.
- **Watch Party Data:** Party names, genre and format preferences, and group voting choices when you participate in Watch Parties.
- **Social Data:** Users you follow and users who follow you.
- **Imported Data:** Film and TV rating history you voluntarily upload via CSV files.
- **Friend Recommendations:** Titles you recommend to other users or invitations to watch together.

2.2 Information Collected Automatically

- **Device and Browser Information:** Browser type, operating system, and device type.
- **Usage Data:** Pages visited, features used, timestamps of activity, and interaction patterns within the app.
- **Session Data:** Authentication tokens stored in your browser's local storage to keep you signed in.
- **IP Address:** Collected by our hosting infrastructure for security and service operation purposes.

2.3 Information Generated by the Service

- **Taste Profile:** An algorithmically generated profile based on your ratings and watch history, including archetype titles, genre affinities, thematic preferences, and viewing dimensions.
- **Taste Signals:** Structured analysis of your rating behaviour used to improve recommendations.
- **Recommendation Data:** Personalised film and TV recommendations generated for you based on your taste profile.

3. How We Use Your Information

We use the information we collect for the following purposes:

- **To Provide the Service:** Generate personalised film and TV recommendations, build your taste profile, operate Watch Parties, and display your public profile to other users.
- **To Improve Recommendations:** Analyse your ratings and watch history to improve the quality and relevance of recommendations over time.
- **To Operate Watch Parties:** Merge group taste profiles, generate shared recommendations, and facilitate group voting on candidate titles.
- **To Enable Social Features:** Allow you to follow other users, view their profiles, recommend titles to friends, and send Watch Together invitations.
- **To Maintain and Improve the Service:** Monitor performance, diagnose technical issues, fix bugs, and improve features.
- **To Communicate With You:** Send account-related emails such as email verification, password reset, and critical service notifications.
- **To Ensure Security:** Detect and prevent fraud, abuse, and unauthorised access.

4. How We Share Your Information

4.1 Publicly Visible Information

The following information is visible to other Grippd users who view your profile:

- Display name
- Profile photo and banner image
- Profile prompts (actor, director, guilty pleasure, fictional world, and text prompts)
- Viewer Archetype title
- Top genres, favourite decade, and film/TV format split
- Watchlist titles
- Seen list (titles and ratings)
- Follower and following counts

You control what appears on your profile by choosing which prompts to fill in and which titles to rate.

4.2 What We Do Not Do

- We do not sell your personal information. We have not sold personal information in the preceding 12 months and have no plans to do so.
- We do not share your personal information with advertisers.
- We do not use your data for third-party marketing.
- We do not provide your personal data to data brokers.

4.3 Legal Requirements

We may disclose your information if required to do so by law or in response to valid requests by public authorities (e.g., a court or government agency), or if we believe in good faith that such action is necessary to comply with a legal obligation, protect and defend our rights or property, prevent or investigate possible wrongdoing in connection with the service, or protect the personal safety of users or the public.

5. Data Storage and Security

5.1 Where Your Data Is Stored

Your data is stored on secure cloud infrastructure. Data centres may be located in the United States or other regions. By using Grippd, you consent to the transfer of your data to these locations.

5.2 Security Measures

We implement appropriate technical and organisational measures to protect your personal information, including:

- Encrypted data transmission (HTTPS/TLS)
- Row-Level Security policies on database tables to prevent unauthorised cross-user data access
- Authentication via secure token-based sessions
- Password hashing
- Access controls limiting which services and personnel can access user data

While we strive to use commercially acceptable means to protect your personal information, no method of transmission over the Internet or method of electronic storage is 100% secure. We cannot guarantee absolute security.

6. Data Retention

We retain your personal information for as long as your account is active or as needed to provide you with the service. Specifically:

- **Account data:** Retained until you delete your account.
- **Ratings and watch history:** Retained until you delete your account or remove individual entries.

- **Taste profiles and signals:** Retained and updated as long as your account is active.
- **Watch Party data:** Retained as long as the party exists. Archived parties retain their data.

If you delete your account, we will delete or anonymise your personal data within 30 days, except where we are required by law to retain certain information.

7. Your Rights

7.1 All Users

Regardless of your location, you have the right to:

- Access the personal information we hold about you.
- Correct inaccurate personal information.
- Delete your account and associated personal data.
- Export your data (your ratings, watchlist, and seen list are accessible within the app).
- Withdraw consent at any time by deleting your account.

7.2 European Economic Area (EEA) and United Kingdom Residents — GDPR

If you are located in the EEA or UK, you have additional rights under the General Data Protection Regulation (GDPR), including:

- **Right of Access (Article 15):** Request a copy of your personal data.
- **Right to Rectification (Article 16):** Request correction of inaccurate data.
- **Right to Erasure (Article 17):** Request deletion of your personal data.
- **Right to Restriction of Processing (Article 18):** Request that we limit how we use your data.
- **Right to Data Portability (Article 20):** Request your data in a structured, machine-readable format.
- **Right to Object (Article 21):** Object to processing based on legitimate interests.
- **Right to Lodge a Complaint:** You have the right to lodge a complaint with your local data protection supervisory authority.

Legal Basis for Processing: We process your personal data based on:

- **Consent:** When you create an account and agree to this Privacy Policy.
- **Contract Performance:** To provide the service you have signed up for.
- **Legitimate Interests:** To improve the service, ensure security, and prevent abuse.

7.3 California Residents — CCPA/CPRA

If you are a California resident, you have the following rights under the California Consumer Privacy Act (CCPA) and California Privacy Rights Act (CPRA):

- **Right to Know:** You can request that we disclose the categories and specific pieces of personal information we have collected about you.

- **Right to Delete:** You can request that we delete your personal information.
- **Right to Correct:** You can request that we correct inaccurate personal information.
- **Right to Opt-Out of Sale:** We do not sell your personal information. If this changes, we will provide a "Do Not Sell or Share My Personal Information" link.
- **Right to Non-Discrimination:** We will not discriminate against you for exercising your privacy rights.

7.4 Canadian Residents — PIPEDA

If you are a Canadian resident, you have rights under the Personal Information Protection and Electronic Documents Act (PIPEDA), including the right to access your personal information, challenge its accuracy, and withdraw consent.

8. Cookies and Local Storage

Gripped does not use traditional browser cookies for tracking or advertising purposes.

We use browser local storage to:

- Store your authentication session token (to keep you signed in)
- Store your onboarding preferences (such as your 5 favourite films)
- Store UI state preferences

Local storage data remains on your device and is not transmitted to third parties. You can clear local storage at any time through your browser settings, which will sign you out of the service.

We do not use:

- Third-party tracking cookies
- Advertising cookies or pixels
- Analytics cookies

If we add any cookie-based tracking in the future, we will update this policy and provide appropriate consent mechanisms.

9. Children's Privacy

Gripped is not directed to children under the age of 13 (or under 16 in the EEA). We do not knowingly collect personal information from children under these ages. If we become aware that we have collected personal information from a child under the applicable age, we will take steps to delete that information promptly.

If you are a parent or guardian and believe your child has provided us with personal information, please contact us.

10. Third-Party Links

Gripped may contain links to third-party websites and services. We are not responsible for the privacy practices of these third-party services. We encourage you to review the privacy policies of any third-party service you visit through links on Gripped.

11. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of any material changes by posting the new Privacy Policy on this page and updating the "Last Updated" date at the top.

For material changes that affect how we use your personal data, we will make reasonable efforts to notify you via email or through a prominent notice within the app.

Your continued use of the service after any changes to this Privacy Policy constitutes your acceptance of the updated policy.