FOG+FROG

Privacy Policy

Last updated: March 13, 2026

Introduction

Fog&Frog ("Company," "we," "us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use our software-as-a-service products ("Service").

By accessing or using the Service, you agree to this Privacy Policy. If you do not agree with the terms of this Privacy Policy, please do not access the Service.

Information We Collect

Information You Provide to Us

We collect information that you voluntarily provide when you:

- Register for an account (e.g., name, email address, password)
- Complete your user profile (e.g., company name, job title, phone number)
- Subscribe to a paid plan (e.g., billing address, payment method details)
- Contact us for support or inquiries (e.g., message content, attachments)
- Participate in surveys, promotions, or other interactive features

Information Collected Automatically

When you access or use the Service, we may automatically collect certain information, including:

- Device Information: device type, operating system, browser type and version, screen resolution, and unique device identifiers
- Log Data: IP address, access times, pages viewed, referring URLs, and actions taken within the Service
- Usage Data: features used, frequency and duration of use, interaction patterns, and performance data
- Cookies and Similar Technologies: we use cookies, web beacons, and similar tracking technologies to collect information about your browsing activity (see "Cookies and Tracking Technologies" below)

Information from Third Parties

We may receive information about you from third-party sources, such as:

- Authentication providers (e.g., when you sign in via Google or another single sign-on provider)
- Business partners and integrations you connect to the Service
- Publicly available sources

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How We Use Your Information

We use the information we collect to:

- Provide and maintain the Service: create and manage your account, process transactions, and deliver the features you request
- Improve the Service: analyze usage trends, diagnose technical issues, and develop new features and functionality
- Communicate with you: send transactional emails (e.g., account confirmations, billing receipts), respond to support requests, and provide Service-related announcements
- Personalize your experience: tailor content, recommendations, and communications based on your preferences and usage
- Ensure security: detect, prevent, and address fraud, abuse, and security incidents
- Comply with legal obligations: fulfill our legal and regulatory requirements

We will not use your information for purposes materially different from those described in this Privacy Policy without providing you with notice and, where required, obtaining your consent.

Legal Bases for Processing (Where Applicable)

Where data protection laws require a legal basis for processing personal data, we rely on:

- Contractual necessity: processing required to provide the Service you have requested
- Legitimate interests: processing for our legitimate business purposes, such as improving the Service, ensuring security, and marketing, provided these interests are not overridden by your rights
- Consent: where you have given explicit consent to specific processing activities
- Legal obligation: processing necessary to comply with applicable laws and regulations

Cookies and Tracking Technologies

We use cookies and similar technologies for the following purposes:

- Essential cookies: required for the Service to function properly (e.g., authentication, security)
- Analytics cookies: help us understand how users interact with the Service so we can improve it
- Preference cookies: remember your settings and preferences for a better experience

You can manage your cookie preferences through your browser settings. Disabling certain cookies may limit your ability to use some features of the Service.

We do not respond to Do Not Track (“DNT”) signals at this time, as there is no universally accepted standard for how to respond to such signals.

How We Share Your Information

We do not sell your personal information. We may share your information in the following circumstances:

- Service providers: with trusted third-party vendors who perform services on our behalf (e.g., hosting, payment processing, analytics, email delivery), subject to contractual obligations to protect your data
- Business transfers: in connection with a merger, acquisition, reorganization, or sale of assets, your information may be transferred as part of that transaction
- Legal requirements: when required by law, regulation, legal process, or governmental request
- Protection of rights: to enforce our Terms of Service, protect the safety of our users or the public, or defend against legal claims
- With your consent: when you have given explicit consent to share your information with a specific third party

Data Retention

We retain your personal information for as long as your account is active or as needed to provide you the Service. We may also retain certain information as necessary to:

- Comply with legal obligations
- Resolve disputes
- Enforce our agreements
- Support business operations

When your data is no longer needed, we will securely delete or anonymize it in accordance with our data retention practices.

Data Security

We implement commercially reasonable technical and organizational measures designed to protect your personal information from unauthorized access, disclosure, alteration, and destruction. These measures include:

- Encryption of data in transit and at rest
- Regular security assessments and testing
- Access controls and authentication mechanisms
- Monitoring for suspicious activity

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

Your Rights and Choices

Depending on your location and applicable law, you may have the following rights regarding your personal information:

- Access: request a copy of the personal information we hold about you
- Correction: request that we correct inaccurate or incomplete information

- Deletion: request that we delete your personal information, subject to certain exceptions
- Portability: request a copy of your data in a structured, commonly used, machine-readable format
- Restriction: request that we restrict processing of your personal information under certain circumstances
- Objection: object to the processing of your personal information for certain purposes
- Withdraw consent: where processing is based on consent, withdraw your consent at any time

To exercise any of these rights, please contact us using the information provided in the “Contact Us” section below. We will respond to your request within the timeframe required by applicable law.

International Data Transfers

If you access the Service from outside the country where our servers are located, your information may be transferred to and processed in a different country. We take appropriate safeguards to ensure that your personal information remains protected in accordance with this Privacy Policy, including the use of standard contractual clauses or other approved transfer mechanisms where required.

Children’s Privacy

The Service is not directed to children under the age of 16 (or the applicable age of consent in your jurisdiction). We do not knowingly collect personal information from children. If we become aware that we have collected personal information from a child without parental consent, we will take steps to delete that information promptly. If you believe we have collected information from a child, please contact us immediately.

Third-Party Links and Services

The Service may contain links to third-party websites or services that are not operated by us. We are not responsible for the privacy practices of these third parties. We encourage you to review the privacy policies of any third-party services you access through or in connection with the Service.

Changes to This Privacy Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, the Service, or applicable laws. We will notify you of any material changes by:

- Posting the updated Privacy Policy on our website with a revised “Last updated” date
- Sending an email notification to the address associated with your account
- Displaying a notice within the Service

Your continued use of the Service after the effective date of the revised Privacy Policy constitutes your acceptance of the changes.

Contact Us

If you have any questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact us at:

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Fog&Frog
Email: hello@fogandfrog.com
Website: https://www.fogandfrog.com

For data protection inquiries in the European Economic Area, you may also contact your local data protection authority.