

Privacy Policy for TraitExpert

Personality Assessment Platform

Last updated: July 10, 2025

1. Introduction

TraitExpert (“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 personality assessment platform, accessible via mobile and desktop web browsers.

2. What Information We Collect

a. Personal Data

- Contact Information: Email address (if provided for report delivery or support)
- Demographic Data: Age, gender, education, profession (optional, for research or personalized analysis)
- Assessment Responses: Your answers to the personality questionnaire

b. Technical Data

- Usage Data: IP address, session ID

c. Payment Data

- Transaction Information: Payment amount, date, and method (processed securely by third-party payment providers; we do not store full payment card details)

3. How We Use Your Information

- To generate and deliver your personalized report
- To process payments and provide customer support
- To improve our platform, services, and user experience
- To conduct anonymized research and analytics (for product improvement and scientific purposes)
- To comply with legal obligations

4. Legal Basis for Processing

- Your consent (when you agree to participate in the assessment)
- Performance of a contract (when you purchase a product)
- Legitimate interests (improving our services, research)
- Legal obligations (complying with applicable laws)

5. Data Sharing and Disclosure

We do not sell or rent your personal information. We may share your data only with:

- Service Providers: Trusted partners for payment processing, hosting, analytics, and customer support (bound by confidentiality agreements)
- Legal Authorities: If required by law, regulation, or legal process

6. Data Retention

- Assessment Data: Retained for up to 12 months for report access and research, unless you request deletion sooner
- Account/Contact Data: Retained as long as your account is active or as required by law
- Payment Data: Retained as required for accounting and legal compliance

7. Your Rights

You have the right to:

- Access your personal data
- Rectify inaccurate or incomplete data
- Erase your data (“right to be forgotten”)
- Restrict or object to processing
- Withdraw consent at any time (without affecting prior processing)
- Data portability (receive your data in a structured format)

To exercise your rights, contact us at: office@traitexpert.com

8. Data Security

We implement industry-standard security measures to protect your data, including:

- Encrypted data transmission (HTTPS)
- Secure storage and access controls
- Regular security reviews and updates

9. International Data Transfers

Your data may be processed in countries outside your own, including the European Union. We ensure all transfers comply with GDPR and provide adequate safeguards for your privacy.

10. Children’s Privacy

Our platform is not intended for children under 16. We do not knowingly collect personal information from minors. If you believe a child has provided us with data, please contact us for prompt deletion.

11. Changes to This Policy

We may update this Privacy Policy from time to time. Changes will be posted on this page with the updated date. We encourage you to review this policy regularly.

12. Contact Us

For questions or requests regarding your personal data or this Privacy Policy, please contact:

- Email: office@traitexpert.com

By using TraitExpert, you agree to this Privacy Policy. If you do not agree, please do not use our services.