

Privacy Policy

Last updated: 15/10/2025

Esse Publishing Limited (“we”, “our”, “us”) respects your privacy. This Privacy Policy explains how we collect, use, and protect your information when you use our mobile application (“the App”).

We are the **data controller** of your personal information under the UK General Data Protection Regulation (UK GDPR) and the Data Protection Act 2018.

If you have questions, you can contact us at:



contact@thequotationbank.co.uk



Unit 1 The Byre, Hook Street, Royal Wootton Bassett, Swindon, Wiltshire, England, SN4 8EF

1. Information We Collect

When you use the App, we may collect:

- **Device Information:**
Device model, operating system, unique device identifiers, IP address.
- **Usage Data:**
Screens viewed, features used, session length, crash reports, and performance data.
Collected via **Google Analytics for Firebase**.
- **Subscription Status:**
We receive confirmation from Apple App Store or Google Play Store that a subscription has been purchased or renewed.
We do **not** process payments directly and we do **not** collect your name or payment card details.

2. How We Use Your Information

We use your information to:

- Provide and improve the App’s features.
- Monitor performance, usage, and trends (analytics).
- Detect and fix errors or crashes.
- Confirm subscription status (via Apple/Google).

3. Legal Basis for Processing

Our processing is based on:

- **Legitimate Interests** – to improve and secure the App.
- **Consent** – where required for analytics or tracking.
- **Contract** – where processing is necessary to deliver subscription features via Apple/Google.

4. Third-Party Services

We use **Google Analytics for Firebase** to collect usage and performance data. Google may use the collected data to contextualize and personalize ads within their own advertising network if you have enabled those features (we do not directly serve ads in the App).

For more information on how Google processes data, please see:

- 👉 Google Privacy Policy
- 👉 Google Firebase Privacy & Security

5. Sharing Your Information

We do not sell your personal information. We may share it with:

- **Service Providers** – e.g., Google (Firebase/Analytics).
- **Platform Providers** – Apple and Google provide subscription status confirmations.
- **Legal Authorities** – if required by law.

Some providers may store data outside the UK (e.g., Google in the US). We ensure appropriate safeguards are in place.

6. Data Retention

- Analytics data: retained according to Google's data retention settings (currently up to 26 months).
- Subscription status: retained as long as needed to provide access to the App.

7. Your Rights

You have rights under UK GDPR, including the right to:

- Access your data.
- Request correction or deletion.
- Object to processing.
- Withdraw consent (where applicable).
- Complain to the **Information Commissioner's Office (ICO)**: <https://ico.org.uk>.

8. Children's Privacy

Our App is **not directed to children under 13**. If you believe we have collected data from a child, please contact us so we can delete it.

9. Security

We take reasonable measures to protect your information, but no method of electronic transmission or storage is completely secure.

10. Changes to This Policy

We may update this Privacy Policy from time to time. Updates will be reflected by the “Last updated” date.

11. Contact Us

If you have questions about this Privacy Policy, contact us at:



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