

wandr

Privacy Policy & GDPR Notice

Effective Date: 6 May 2025

wandr.social · privacy@wandr.social

1. Introduction

Welcome to wandr ("we", "us", or "our"). wandr is a mini social media platform accessible at wandr.social that allows users to create accounts and build their own personalised mini websites ("Sites") with custom domain support.

We are committed to protecting your personal data and respecting your privacy rights under the UK General Data Protection Regulation (UK GDPR), the EU General Data Protection Regulation (EU GDPR 2016/679), and the Data Protection Act 2018.

This Privacy Policy explains what personal data we collect, how we use it, your rights in relation to it, and how to contact us.

2. Data Controller

wandr (operating at wandr.social) is the data controller responsible for your personal data. If you have any questions or concerns about this policy or our data practices, you may contact us at:

Email: privacy@wandr.social

Website: <https://wandr.social>

3. Personal Data We Collect

3.1 Account Registration Data

When you create an account on wandr, we collect the following personal data:

- Email address - used to identify your account, send notifications, and facilitate account recovery.
- Username - your chosen public display name on the platform.
- Password - stored in a securely hashed format (never in plain text).

3.2 User-Generated Content

When you use wandr to build your Sites, we collect and store:

- Site content - text, images, links, and other materials you publish on your Sites.
- Custom domain configurations - if you point a custom domain at your wandr Site, we store the domain name and associated routing information.
- Site settings and preferences - design choices, layout configurations, and visibility settings.

3.3 Technical & Usage Data

We may automatically collect certain technical data when you use our platform, including:

- IP address and approximate geographic location.
- Browser type, operating system, and device information.
- Pages visited, features used, and time spent on the platform.
- Referring URLs and clickstream data.

3.4 Communications Data

If you contact us directly (e.g. via email or a support form), we will retain records of that correspondence, including your name, email address, and the content of your message.

4. Legal Basis for Processing

We process your personal data only where we have a valid legal basis to do so. The legal bases we rely on are:

- Contract performance (Article 6(1)(b) UK/EU GDPR): Processing your account registration data and Site content is necessary to provide the wandr service you have signed up for.
- Legitimate interests (Article 6(1)(f) UK/EU GDPR): We process technical and usage data to improve platform security, performance, and user experience, where these interests are not overridden by your rights.
- Legal obligation (Article 6(1)(c) UK/EU GDPR): Where required to comply with applicable law (e.g. tax, fraud prevention, or court orders).
- Consent (Article 6(1)(a) UK/EU GDPR): Where we rely on your explicit consent, such as for optional marketing communications. You may withdraw consent at any time.

5. How We Use Your Data

We use the personal data we collect for the following purposes:

- To create and manage your wandr account.
- To provide, operate, and maintain the wandr platform and your Sites.
- To enable custom domain routing for your Sites.
- To send important service-related notifications (e.g. account security alerts, policy updates).
- To respond to your support requests and enquiries.
- To detect, investigate, and prevent fraudulent or illegal activity.
- To analyse platform usage and improve our features and services.

- To comply with legal and regulatory obligations.
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6. Data Sharing & Third Parties

We do not sell your personal data to third parties. We may share your data only in the following limited circumstances:

6.1 Service Providers

We engage trusted third-party service providers who assist us in operating the platform (e.g. cloud hosting, email delivery, analytics). These providers act as data processors and are contractually bound to handle your data securely and only for the purposes we specify.

6.2 Custom Domain Visitors

If you configure a custom domain on your wandr Site and make it publicly accessible, content you publish on that Site will be visible to anyone visiting that domain. You are responsible for the content you choose to publish.

6.3 Legal Requirements

We may disclose personal data where required by law, court order, or regulatory authority, or where necessary to protect our legal rights or the safety of others.

6.4 Business Transfers

In the event of a merger, acquisition, or sale of all or part of our business, your personal data may be transferred to the acquiring entity, subject to the same privacy protections described in this policy.

7. International Data Transfers

Where we transfer personal data outside the UK or European Economic Area (EEA), we ensure appropriate safeguards are in place in accordance with UK GDPR and EU GDPR requirements. These may include:

- Standard Contractual Clauses (SCCs) approved by the European Commission or UK ICO.
- Transfers to countries with an adequacy decision from the UK or EU.
- Other appropriate technical and organisational measures.

You may request further details about our international transfer mechanisms by contacting us at privacy@wandr.social.

8. Data Retention

We retain your personal data only for as long as necessary to fulfil the purposes set out in this policy, or as required by applicable law.

- Account data (email, username, hashed password): retained for the lifetime of your account, and deleted within 30 days of account deletion request, unless we are required by law to retain it longer.
- Site content: retained while your account is active. On account deletion, your Sites and associated content will be permanently deleted within 30 days.
- Technical/usage logs: retained for up to 12 months for security and performance analysis.
- Support correspondence: retained for up to 3 years.

After the applicable retention period, data is securely deleted or anonymised.

9. Your Rights Under GDPR

Under the UK GDPR and EU GDPR, you have the following rights in relation to your personal data:

- Right of access - you may request a copy of the personal data we hold about you.
- Right to rectification - you may request that we correct inaccurate or incomplete personal data.
- Right to erasure ('right to be forgotten') - you may request deletion of your personal data where there is no compelling reason for us to continue processing it.
- Right to restriction of processing - you may request that we limit how we use your data in certain circumstances.
- Right to data portability - you may request a copy of your data in a structured, commonly used, machine-readable format.
- Right to object - you may object to processing based on legitimate interests or for direct marketing purposes.
- Rights related to automated decision-making - you have the right not to be subject to solely automated decisions that produce significant legal effects.
- Right to withdraw consent - where processing is based on consent, you may withdraw it at any time without affecting the lawfulness of prior processing.

To exercise any of these rights, please contact us at privacy@wandr.social. We will respond within one calendar month of receiving your request. We may need to verify your identity before processing your request.

10. Cookies & Tracking Technologies

wandr uses cookies and similar technologies to provide and improve the platform. These may include:

- Essential cookies - required for the platform to function (e.g. session authentication).
- Analytics cookies - help us understand how users interact with the platform (e.g. page visits, feature usage).
- Preference cookies - remember your settings and choices.

You can manage cookie preferences through your browser settings. Disabling certain cookies may affect platform functionality. We will obtain your consent before setting any non-

essential cookies, in accordance with the UK Privacy and Electronic Communications Regulations (PECR) and the EU ePrivacy Directive.

11. Data Security

We implement appropriate technical and organisational measures to protect your personal data against unauthorised access, loss, or destruction. These include:

- Secure password hashing (passwords are never stored in plain text).
- Encryption of data in transit using TLS/SSL.
- Access controls to limit who within our organisation can access personal data.
- Regular security reviews and vulnerability assessments.

In the event of a personal data breach that poses a risk to your rights and freedoms, we will notify the relevant supervisory authority within 72 hours and inform affected users where required by law.

12. Children's Privacy

wandr is not directed at children under the age of 13 (or 16 where applicable under local law). We do not knowingly collect personal data from children. If you believe a child has provided us with personal data without parental consent, please contact us at privacy@wandr.social and we will take steps to delete it promptly.

13. Third-Party Links & User Sites

Your wandr Site may contain links to third-party websites or services. We are not responsible for the privacy practices of those third parties and encourage you to review their privacy policies.

If you point a custom domain to your wandr Site, you are solely responsible for ensuring that the content published on that Site complies with applicable laws, including data protection laws. If you collect personal data from visitors to your Site, you may be acting as an independent data controller and must maintain your own privacy notice.

14. Supervisory Authority & Complaints

If you are located in the UK, you have the right to lodge a complaint with the Information Commissioner's Office (ICO):

Information Commissioner's Office

Website: <https://ico.org.uk>

Phone: 0303 123 1113

If you are located in the EU, you have the right to contact your local data protection authority. You also have the right to seek judicial remedy.

We would, however, appreciate the opportunity to address your concerns before you approach a supervisory authority. Please contact us first at privacy@wandr.social.

15. Changes to This Policy

We may update this Privacy Policy from time to time to reflect changes in our practices, technology, legal requirements, or other factors. We will notify you of material changes by posting the updated policy on wandr.social and, where appropriate, by sending an email to the address associated with your account.

The "Effective Date" at the top of this document indicates when it was last revised. Continued use of the platform after the effective date constitutes your acceptance of the updated policy.

16. Contact Us

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

wandr Privacy Team

Email: privacy@wandr.social

Website: <https://wandr.social>

We aim to respond to all legitimate requests within one calendar month.