

Privacy Policy for Markly

Last updated: Feb 8, 2026

This Privacy Policy describes Our policies and procedures on the collection, use and disclosure of Your information when You use the Service and tells You about Your privacy rights and how the law protects You.

We use Your Personal data to provide and improve the Service. By using the Service, You agree to the collection and use of information in accordance with this Privacy Policy.

Interpretation and Definitions

Interpretation

The words of which the initial letter is capitalized have meanings defined under the following conditions. The following definitions shall have the same meaning regardless of whether they appear in singular or in plural.

Definitions:

For the purposes of this Privacy Policy:

- **Account** means a unique account created for You to access our Service or parts of our Service.
- **Application** refers to Markly, the software program provided by the Company.
- **Company** (referred to as either "the Company", "We", "Us" or "Our" in this Agreement) refers to Apptek, a developer collective operating under this name without formal incorporation, based in Denmark..

- **Country** refers to: Denmark
- **Device** means any device that can access the Service such as a computer, a cellphone or a digital tablet.
- **Personal Data** is any information that relates to an identified or identifiable individual.
- **Service** refers to the Application.
- **Service Provider** means any natural or legal person who processes the data on behalf of the Company. It refers to third-party companies or individuals employed by the Company to facilitate the Service, to provide the Service on behalf of the Company, to perform services related to the Service or to assist the Company in analyzing how the Service is used.
- **Usage Data** refers to data collected automatically, either generated by the use of the Service or from the Service infrastructure itself (for example, Your searches)
- **You** means the individual accessing or using the Service, or the company, or other legal entity on behalf of which such individual is accessing or using the Service, as applicable.

Collection and Using Your Personal Data

Types of Data Collected

Personal Data

While using Our Service, We may ask You to provide Us with certain personally identifiable information that can be used to contact or identify You. Personally identifiable information may include, but is not limited to:

- Email address

- First name and last name
- Usage Data

Usage Data and Information We Collect

We collect and process the following Personal Data:

- **Account Information:** When You register or log in to Markly, we collect Your email address and other login credentials.
- **Usage Data:** We store recent searches within the App to enhance user experience, along with inactivity information to perform the deletion of accounts, if deemed inactive (more below.) We do also collect, store and transmit images taken or uploaded by the user within our app. These are solely used for AI-generated assistance and OCR, and are only stored to show under the corresponding “recent scan” page.
- **Subscription Status:** We store information regarding whether You have an active subscription (via Google Play or Apple App Store). We do *not* collect or store any payment or billing information.
- **Local Device Data:** We store authentication tokens locally on Your device to enable auto-login.

Third-Party Services

Markly integrates the following third-party tools and APIs:

- **Google ML Kit** (on-device OCR processing)
- **Google Gemini** (AI-generated answers)
- **Supabase** (database and authentication service)

Each third-party service is used in accordance with their own privacy policies and terms of use.

Legal Basis for Processing (GDPR)

We process your personal data under the following legal bases:

- **Performance of a contract:** To provide core Service features (e.g., login, saved results).
- **Consent:** For actions that require it, such as account creation.
- **Legitimate interest:** To enhance service quality and functionality.

Your Rights (Under GDPR)

As an EU resident, you have the following rights:

- Access to the Personal Data we hold about you
- Request correction or deletion of Your data
- Object to or restrict certain types of processing
- Data portability

Delete Your Personal Data

You have the right to delete or request that We assist in deleting the Personal Data that We have collected about You. Our Service gives You the ability to delete certain information about You from within the Service.

You may update, amend, or delete Your information at any time by signing in to Your Account, if you have one, and visiting the account settings section that allows you to manage Your personal information. You may also contact Us to request access to, correct, or delete any personal information that You have provided to Us.

Please note, however, that We may need to retain certain information when we have a legal obligation or lawful basis to do so.

Data Retention

We retain your data only as long as necessary to fulfill the purposes outlined above or as required by law. Account data will be deleted upon user request or inactivity exceeding 24 months.

Disclosure of Your Personal Data

Business Transactions

If the Company is involved in a merger, acquisition or asset sale, Your Personal Data may be transferred. We will provide notice before Your Personal Data is transferred and becomes subject to a different Privacy Policy.

Law enforcement

Under certain circumstances, the Company may be required to disclose Your Personal Data if required to do so by law or in response to valid requests by public authorities (e.g. a court or a government agency).

Other legal requirements

The Company may disclose Your Personal Data in the good faith belief that such action is necessary to:

- Comply with a legal obligation

- Protect and defend the rights or property of the Company
- Prevent or investigate possible wrongdoing in connection with the Service
- Protect the personal safety of Users of the Service or the public
- Protect against legal liability

Security of Your Personal Data

The security of Your Personal Data is important to Us, but remember that no method of transmission over the Internet, or method of electronic storage is 100% secure. While We strive to use commercially acceptable means to protect Your Personal Data (through encryption, etc), We cannot guarantee its absolute security.

Children's Privacy

Our Service is not intended for children under 13 years of age. We do not knowingly collect Personal Data from children without parental consent.

Links to Other Websites

Our Service may contain links to other websites that are not operated by Us. If You click on a third party link, You will be directed to that third party's site. We strongly advise You to review the Privacy Policy of every site You visit.

We have no control over and assume no responsibility for the content, privacy policies or practices of any third party sites or services.

Changes to this Privacy Policy

We may update Our Privacy Policy from time to time. We will notify You of any changes by posting the new Privacy Policy on this page.

We will let You know via email and/or a prominent notice on Our Service, prior to the change becoming effective and update the "Last updated" date at the top of this Privacy Policy.

You are advised to review this Privacy Policy periodically for any changes. Changes to this Privacy Policy are effective when they are posted on this page.

Contact Us

If You have any questions about this Privacy Policy, You can contact us:

- By email: markly@apptek.dev
- Through the app.