

Privacy Policy

Last Updated: July 2, 2026

Welcome to Mapspot.

Studio Olsson & Per AB ("Mapspot", "we", "our", or "us") respects your privacy and is committed to protecting your personal information. This Privacy Policy explains how we collect, use, store, protect and process your information when you use the Mapspot mobile application, website, and related services (collectively, the "Service").

This Privacy Policy is designed to comply with the General Data Protection Regulation (GDPR), applicable Swedish law, and Apple's App Store requirements.

1. Company Information

Studio Olsson & Per AB

Organisation No. 559095-4672

Långgatan 2 B
544 30 Hjo
Sweden

Website: <https://www.mapspot.se>

Privacy Policy: <https://www.mapspot.se/privacy>

Email: info@mapspot.se

2. About Mapspot

Mapspot is a platform that allows individuals, businesses, municipalities, tourism organizations and other users to create, manage and share interactive digital maps.

Users may create maps containing, among other things:

- Places (Spots)
 - Trails and routes
 - Images
 - Audio guides
 - Descriptions
 - Website links
 - Embedded YouTube or Vimeo videos
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3. Information We Collect

Information You Provide

When creating an account you may provide:

- Name
- Email address
- Password (stored securely in encrypted form)

You may also choose to upload:

- Photos
 - Text
 - Audio
 - Maps
 - Places
 - Trails
 - Video links
 - Other content you voluntarily create.
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Location Information

With your permission, Mapspot may access your device's location while the application is in use.

Location information is used solely to improve your mapping experience and assist in creating or navigating maps.

Your live device location is **not stored** on Mapspot's servers.

You may disable location access at any time through your device settings.

Camera and Photo Library

Mapspot requests permission to:

- Use your camera
- Access your photo library

These permissions allow you to upload photographs to your maps and places.

Images are uploaded only when you actively choose to publish or save them.

Information Generated by Your Use

We may collect technical information necessary for operating the Service, including:

- Device type
- Operating system version
- Application version
- Language settings
- Time zone
- Basic diagnostic information necessary for maintaining service availability

At the time of publication, Mapspot does **not** use third-party analytics services for behavioural tracking or advertising.

4. How We Use Your Information

Your information is processed in order to:

- Create and maintain your account
- Store your maps and content
- Synchronize information across supported devices
- Display maps and user-generated content
- Provide customer support
- Maintain platform security
- Prevent fraud and misuse
- Comply with applicable legal obligations
- Improve reliability and functionality of the Service

We only process personal data where we have a lawful basis under the GDPR.

5. Legal Basis for Processing (GDPR)

Depending on the purpose, we process personal data based on:

- Performance of a contract (providing your Mapspot account)
 - Your consent (for example, location and camera permissions)
 - Compliance with legal obligations
 - Our legitimate interest in operating, maintaining and securing the Service
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6. Third-Party Services

Mapspot integrates with selected third-party services.

These services process information according to their own privacy policies.

Current integrations include:

- Mapbox (mapping services)
- YouTube (embedded video links)
- Vimeo (embedded video links)

Payments for subscriptions are handled through the Mapspot website and are not processed within the mobile application.

7. Data Sharing

Mapspot does **not** sell personal information.

We do not share personal information with advertisers or marketing companies.

We may disclose information only:

- where required by law;
 - in response to lawful requests by public authorities;
 - to protect the rights, property or safety of Mapspot, our users or others;
 - when necessary in connection with a merger, acquisition or sale of business assets.
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8. International Data Transfers

Mapspot uses trusted cloud service providers to deliver the Service.

Where personal data is transferred outside the European Economic Area (EEA), appropriate safeguards are implemented in accordance with applicable data protection legislation, including the GDPR.

9. Data Storage and Security

We apply reasonable administrative, technical and organizational safeguards designed to protect personal information.

These measures include, where appropriate:

- encrypted communications;
- controlled access to systems;
- authentication procedures;
- regular software updates;
- monitoring for unauthorized access.

While we strive to protect your information, no internet-based service can guarantee absolute security.

10. Data Retention

We retain personal information only for as long as necessary to:

- provide the Service;
- comply with legal obligations;
- resolve disputes;
- enforce our agreements.

If your account is deleted, personal data will normally be removed within a reasonable period unless retention is required by law.

11. Your Rights

If you are located in the European Union, you have the right to:

- Access your personal information
 - Correct inaccurate information
 - Request deletion of your information
 - Restrict processing
 - Object to processing where applicable
 - Request data portability
 - Withdraw consent where processing relies on consent
 - Lodge a complaint with your local Data Protection Authority
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12. Deleting Your Account

You may:

- delete your account within Mapspot; or
- request deletion by contacting:

info@mapspot.se

For more information, please see:

<https://www.mapspot.se/data-deletion>

13. Children's Privacy

Mapspot is not intended to knowingly collect personal information from children under the age of 13 without appropriate parental or guardian involvement.

If we become aware that personal information has been collected in violation of applicable law, we will take reasonable steps to delete such information.

14. Changes to This Privacy Policy

We may update this Privacy Policy from time to time.

When material changes are made, the updated version will be published at:

<https://www.mapspot.se/privacy>

The "Last Updated" date at the top of this document will always indicate the current version.

15. Contact

Questions regarding privacy or personal information may be directed to:

Studio Olsson & Per AB

Långgatan 2 B

544 30 Hjo

Sweden

Email: info@mapspot.se

Website: <https://www.mapspot.se>

16. Supervisory Authority

If you believe your personal information has been processed unlawfully, you have the right to lodge a complaint with the competent supervisory authority in your country of residence.

For users in Sweden, this authority is the Swedish Authority for Privacy Protection (Integritetsskyddsmyndigheten).