

Privacy Policy

Effective date: 1 November 2025

This Privacy Policy explains how **Hundred News Ltd** ("**Hundred News**", "**we**", "**us**" or "**our**") collects, uses, shares, and protects information about you when you use our website 100.news and any related services that link to this Policy (together, the "**Services**").

We are committed to collecting only what we need, being transparent, and giving you control. If anything here is unclear, please contact us at team@100.news.

1) Who we are & scope

- **Controller:** Hundred News Ltd, operating the Services at 100.news.
 - **Scope:** This Policy covers your use of the Services in guest mode and when you create an account (including Google Sign-In). It also covers any emails we send you (e.g., onboarding, product updates).
 - **Not covered:** Content on third-party news sites we link to is governed by those sites' policies.
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2) What we collect

We collect the minimum necessary to run a fast, personalized news feed.

a) Information you provide

- **Account details:** name, email address, and (optionally) phone number.
- **Preferences:** topics/sources you follow or input, language, notification choices.
- **Communications:** messages you send us (support requests, feedback, surveys).

b) Information collected automatically

- **Usage & device data:** when you access the Services we automatically receive data such as IP address, device type, operating system, browser type, pages viewed, referring/exit pages, timestamps, and interactions (e.g., which sources you click). This is standard web logging used for security (fraud/abuse prevention), performance, and analytics.
- **Cookies & local storage:** we use these to remember your session and preferences. In **guest mode**, we may store your selected topics in your browser (e.g., a cookie or local storage) and/or associate them with a **random identifier** to keep your feed working across visits **without knowing who you are**.

c) Sign-in providers

If you register or sign in with a provider (e.g., Google), we receive basic account info from them (typically your name and email) as permitted by your settings there.

d) What we don't collect

- We **do not** request or store **precise location**.
- We **do not** collect government IDs or sensitive categories (e.g., health, biometric data).

3) How we use your information (purposes & legal bases)

We process personal data only when we have a valid legal basis under the UK/EU GDPR (and other laws where applicable):

Purpose	Examples	Legal basis
Provide the Services	Account creation, saving topics/sources, showing your feed	Contract (to provide what you asked for)
Personalize & improve	Rank sources you selected, remember preferences, measure feature usage	Legitimate interests (to personalize and improve) or Consent where required
Communications	Service emails, product updates, surveys; you can opt out of non-essential emails	Legitimate interests/Consent

Security & integrity	Detect/prevent fraud, abuse, spam; keep the site reliable	Legitimate interests / Legal obligation
Analytics	Understand aggregated usage and performance	Legitimate interests/Consent (cookie consent where required)
Legal compliance	Record-keeping, responding to lawful requests	Legal obligation

We do **not** use your data for automated decision-making that produces legal or similarly significant effects.

4) Cookies and similar technologies

- **What we use:** essential cookies (sign-in, security), preference storage (e.g., topics in guest mode), and analytics cookies.
 - **Your controls:** you can manage cookies in your browser, and—where legally required—we will present a consent banner for analytics cookies. Declining analytics won't affect core functionality.
 - **Do Not Track / GPC:** We currently do not respond to browser DNT signals. If your browser sends **Global Privacy Control (GPC)**, we treat it as an opt-out of any "sale/share" for advertising (which we don't do; see Section 6).
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5) Personalization & guest mode

- **Guest mode:** Topics you choose may be stored locally in your browser and/or associated to a random identifier. We do not attempt to identify you.
 - **Logged-in:** We link your topics, follows, and settings to your account so your feed syncs across devices.
 - **Opt-out:** You can clear guest-mode data by clearing your browser storage/cookies or by using in-product controls where available.
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6) How we share information

We do not sell your personal information. We share it only as needed:

- **Service providers (processors):** hosting and infrastructure (e.g., cloud, CDN), analytics, email delivery, customer support tools. They process data under contracts that require confidentiality and security.
- **Legal & safety:** if required by law or to protect rights, safety, or integrity of the Services.
- **Corporate transactions:** if we are involved in a merger, acquisition, or asset sale, your data may transfer as part of that deal.

We do **not** share your data for cross-context behavioral advertising.

7) International data transfers

We may process and store data in the UK, EEA, and other countries. When transferring personal data outside the UK/EEA, we use appropriate safeguards such as the **EU Standard Contractual Clauses** and the **UK International Data Transfer Addendum**, plus additional measures where needed.

8) Data retention

We retain personal data only as long as necessary for the purposes above, then delete or anonymize it. Typical retention periods are:

- **Account data (name, email, phone, preferences):** for the life of your account and up to **24 months** after deletion (to allow recovery if requested, resolve disputes, meet legal obligations).
- **Guest-mode topics & preferences:** stored in your browser and/or tied to a random ID; removed when you clear storage/cookies or after **18 months** of inactivity.
- **Server logs (IP, device, event logs):** up to **12 months** for security and fraud prevention.

- **Backups:** encrypted backups are overwritten on a rolling basis (typically within **35–90 days**).
- **Email unsubscribe records:** kept to honor your opt-out.

Actual durations may vary if we need to keep data longer to comply with law or defend legal claims.

9) Your rights & choices

Your privacy rights depend on where you live; we honor all applicable laws.

UK/EU/EEA residents (UK/EU GDPR)

You can **access**, **rectify**, **erase**, **restrict**, **object** to processing, and **port** your data, and withdraw consent at any time. You also have the right to lodge a complaint with your local supervisory authority (in the UK: the **ICO**).

California residents (CCPA/CPRA)

You have the right to **know**, **correct**, **delete**, and to **opt out** of the sale/share of personal information. We do **not** sell or share personal information for cross-context behavioral advertising. You also have the right to **limit use of sensitive personal information** (we do not collect it) and to non-discrimination.

Exercising your rights

Contact us at **team@100.news**. We may need to verify your identity (e.g., via your email). Authorized agents may submit requests as permitted by law.

10) Security

We use reasonable technical and organizational measures to protect personal data, including encryption in transit (TLS), access controls, logging, and least-privilege practices. No internet service is 100% secure; please use a strong, unique password and keep it confidential.

11) Children's privacy

Our Services are for a general audience and **not directed to children under 13** (or under 16 in the UK/EEA). We do not knowingly collect personal data from children. If you believe a child has provided personal data, contact us and we will delete it.

12) Links to other sites

News articles and sources we link to are operated by third parties. Their privacy practices are governed by their own policies.

13) Changes to this Policy

We may update this Policy from time to time. We will post the updated version and change the "Effective date" above. Material changes will be announced in-product or by email where appropriate.

14) Contact us

Hundred News Ltd

Email: team@100.news

Website: <https://www.100.news>

If you have questions, feedback, or a complaint, contact us. If you are in the UK/EEA and are not satisfied with our response, you can contact your data protection authority.

Short summary (not legally binding)

- We collect basic account info (name, email, optional phone) and the topics you choose.
- Guest mode uses a random ID or browser storage to remember your topics; we don't try to identify you.

- We log standard device/usage data for security and analytics. We don't sell your data or share it for targeted ads.
- You can access, delete, or export your data—just email **team@100.news**.