

**DbSchema Website & Offerings Privacy Policy**  
**Wise Coders GmbH**  
**Last updated: 2025**

This Privacy Policy explains how Wise Coders GmbH (“we”, “us”) collects, uses, and protects information when you use:

- The **DbSchema.com** website (“Site”)
- DbSchema, dSql, and related online services (“Offerings”)

This policy applies only to data collected online via our Site and Offerings.

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## **1. Information We Collect**

### **1.1 Information You Provide Voluntarily**

- Name
- Email address
- Company information (optional)
- Support inquiries, comments, form submissions
- Registration for downloads, trials, or licenses

### **1.2 Technical & Usage Information**

Collected automatically via analytics tools and server logs:

- IP address (used for analytics, fraud prevention, geolocation by city only)
- Browser, OS, device type
- Session duration, page views, navigation history
- Download events and trial activations
- Cookie and preference information

## 1.3 Error Logs & Offering Usage

DbSchema, dSql, and related tools may collect:

- Local error logs
- Execution logs
- Crash reports
- Configuration details needed for troubleshooting

These are only transmitted when voluntarily shared by the user.

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## 2. AI Module Data (for Site + Offerings)

The optional **AI Module** allows database design questions to be sent to an AI provider.

### 2.1 Data Sent to the AI Provider

Only non-sensitive schema information:

- Table names
- Column definitions
- Relationships
- Your text prompt

No database records or content are sent unless explicitly included by you.

### 2.2 Purpose

To provide AI-generated suggestions, explanations, or schema design improvements.

### 2.3 Limitations

- AI responses may be inaccurate and must be verified.
- You must not submit personal data or confidential content.

- The AI Module can be disabled.
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### 3. Cookies

We use cookies to:

- Maintain sessions
- Improve user experience
- Analyze site usage
- Support Google Analytics
- Remember cookie preferences

You may block cookies, though some features may not work correctly.

See cookie resources:

- <https://www.youronlinechoices.eu>
  - <https://www.aboutads.info/choices/>
  - <https://www.allaboutcookies.org>
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### 4. Analytics (Google Analytics)

We use **Google Analytics** to understand how visitors use the Site.

Google may collect:

- IP address
- Browser information
- Device data

- Referring URLs

Data may be transferred to the United States.  
You may opt-out via browser plugins.

Google policies: <https://policies.google.com/privacy>

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## 5. How We Use Your Information

We use personal data to:

- Provide downloads, trials, and licenses
- Send onboarding or support information
- Deliver announcements, updates, security notifications
- Improve our Site and Offerings
- Diagnose technical issues
- Respond to inquiries
- Enforce legal obligations
- Prevent fraud and maintain security

We do **not** sell personal data.

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## 6. Legal Bases (GDPR/UK GDPR)

Processing is based on:

- **Performance of a contract** (e.g., providing downloads, licenses)
- **Legitimate interest** (e.g., analytics, security, support)
- **Legal obligation** (e.g., tax, accounting, compliance)

- **Consent** (e.g., resellers receiving your contact data)
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## 7. Transfers & Third Parties

We may share personal data with:

- PayPro Global (independent controller for payments)
- Hosting providers
- Analytics providers
- Authorized resellers (where consent is given)
- AI service providers (for AI Module requests)
- Legal authorities (when required)

Cross-border transfers may occur; we use:

- SCCs
  - Adequacy decisions
  - Technical safeguards
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## 8. Security

We implement security measures including:

- TLS encryption
- Restricted internal access
- Secure development practices
- Attack detection and mitigation procedures

No system is infallible, but we take appropriate precautions.

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## 9. Your Rights

You may:

- Access your personal data
- Correct inaccurate data
- Request deletion
- Restrict processing
- Withdraw consent
- Object to processing
- Request data portability

Contact: [support@dbschema.com](mailto:support@dbschema.com)

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## 10. Retention

Data is retained only as long as necessary:

- Website data: short-term analytics cycles
  - License-related data: for duration of license + legal retention
  - Support data: as long as needed to maintain service quality
  - Marketing opt-out lists: only email address stored to prevent re-contact
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## 11. Updates to This Policy

We may update this Privacy Policy periodically.  
Material changes will be communicated on the Site.

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## **12. Contact Information**

Wise Coders GmbH  
Gelbenholzenerstr 28, 82256 Fuerstenfeldbruck, Bayern, Germany  
Email: [\*\*support@dbschema.com\*\*](mailto:support@dbschema.com)