Privacy Policy

Effective from 28 November 2026

Who is responsible

Stuart Blair, trading as SBApps, is responsible for personal information covered by this policy. It applies to SBApps, ShowMetric, CueTandem and CueEdition. Email support@sbapps.co.uk or write to Stuart Blair, 2 Worthy Crescent, Lympsham, Somerset, BS24 0DG, United Kingdom.

Website visits and enquiries

When you visit, your browser sends technical information such as your IP address. If you contact me, I use your contact details, message and attachments to respond. My legitimate interests are running and securing the sites and answering enquiries.

I host the websites on a dedicated server provided by IONOS. This server also handles all incoming and outgoing email. I keep server logs for 30 days and support correspondence for 12 months after the enquiry is resolved.

ShowMetric and CueTandem

SBApps uses its own Keycloak service for sign-in. ShowMetric and CueTandem use a self-hosted Keygen service for software licences. I link your licensing ID to your Keycloak account ID so I can assign and manage your licences. I use your email address, account and licence details, and device activation information as needed to provide the service you request or fulfil your contract.

Stripe handles all card payments. You enter your card details with Stripe. I receive information Stripe makes available to me, such as payment status and the transaction reference, to fulfil orders and handle refunds or payment enquiries. I do not receive your full card number or card security code. I keep financial records as required by law. See the Stripe Privacy Policy.

I keep the minimum information needed to maintain a licence while that licence remains valid.

How long records are kept

- I keep account information while your account is open. I review it within 30 days of verifying a request to close your account and keep only what I still need for a valid licence, legal requirement or unresolved issue.
- I keep the minimum trial history needed to manage repeat trials for 12 months after the trial expires.
- I remove active device records when you deactivate a device and remove device IDs from deactivation logs after 90 days.
- I delete unpaid, cancelled or expired orders 90 days after the order is final and any uncertain payment has been resolved.
- For paid orders, I keep the financial evidence required by law and delete extra checkout information when it is no longer needed to fulfil the order or resolve a refund or dispute.

CueEdition launch email

If you sign up, I use your email address and optional name to send the CueEdition launch notification. I use Listmonk to manage signups and rely on your consent. You can withdraw your consent using the unsubscribe link or by emailing me.

I keep the launch mailing list until one month after launch. At that point, I remove subscribers from the launch list and delete records for people who are not subscribed to any other list.

Backups and overseas processing

I store encrypted, password-protected server backups in Google Drive for 90 days. Google may process data outside the UK. See Google's data transfer information.

Stripe may process payment-related information in the United States and other countries. Its transfer terms include the UK International Data Transfer Addendum where applicable. See Stripe's Data Processing Agreement. Email me if you would like more information about the safeguards.

Cookies and browser storage

Account services use cookies to sign you in and help protect your session. Keycloak sign-in cookies follow Keycloak's default session settings. ShowMetric and CueTandem sign-in cookies authorise access for one hour. ShowMetric uses browser session storage to remember a checkout in progress.

When you pay for ShowMetric or CueTandem, you are redirected to Stripe's hosted checkout. Stripe uses cookies and similar technologies to run checkout, keep it secure and help prevent fraud. See Stripe's Cookie Policy for details and cookie choices.

Your rights

Depending on how I use your information, you can ask to see, correct, delete or restrict it, or to receive a copy you can take elsewhere. Email me to exercise your rights.

You can object to processing based on legitimate interests.

You can also complain to the ICO or call 0303 123 1113.