

# “Avattire” App - Privacy Policy

Last Updated: August 30, 2015

This Privacy Policy explains how information about you is collected, used and disclosed by Avattire, Inc. and our subsidiaries (collectively, " Avattire") when you use our websites, mobile applications and other online products and services (collectively, the "Services") or when you otherwise interact with us.

We may change this Privacy Policy from time to time. If we make changes, we will notify you by revising the date at the top of the policy and, in some cases, we may provide you with additional notice (such as adding a statement to our websites' homepages or sending you a notification). We encourage you to review the Privacy Policy whenever you access the Services to stay informed about our information practices and the ways you can help protect your privacy.

## Collection of Information

### Information You Provide to Us

We collect information you provide directly to us. For example, we collect information when you create an account, use the Services to send or receive a message (an " Avatar"), request customer support or otherwise communicate with us. The types of information we may collect include your username, password, email address, phone number, age and any other information you choose to provide.

When you send or receive an Avatar, we also temporarily collect, process and store the contents of the Avatar (such as photos, text and voice recordings) on our servers. The contents of Snaps are also temporarily stored on the devices of recipients.

### Information We Collect Automatically When You Use the Services

#### **When you access or use our Services, we automatically collect information about you, including:**

- **Usage Information:** When you send or receive an Avatar, we collect information about these messages, including the time, date, sender and recipient of the Snap. We also collect information about the number of Avatars sent and received between you and your friends and which friends you exchange Avatars with most frequently.
- **Log Information:** We log information about your use of our websites, including your browser type and language, access times, pages viewed, your IP address and the website you visited before navigating to our websites.
- **Device Information:** We may collect information about the computer or device you use to access our Services, including the hardware model, operating system and version, MAC address, unique device identifier, phone number, International Mobile Equipment Identity ("IMEI") and mobile network information. In addition, the Services may access your device's native phonebook and image storage applications, with your consent, to facilitate your use of certain features of the Services. For more information about how you can control our access to these applications, please see "Your Choices" below.
- **Information Collected by Cookies and Other Tracking Technologies:** We use various technologies to collect information, and this may include sending cookies to you. Cookies

are small data files stored on your hard drive or in device memory that help us to improve our Services and your experience, see which areas and features of our Services are popular and count visits. We may also collect information using web beacons (also known as "tracking pixels"). For more information about cookies, and how to disable them, please see "Your Choices" below.

## **Information We Collect From Other Sources**

We may also obtain information from other sources and combine that with information we collect through our Services.

## **Use of Information**

We may use information about you for various purposes, including to:

- Provide, maintain and improve our Services;
- Provide and deliver the products and services you request, process transactions and send you related information;
- Respond to your comments, questions and requests and provide customer service;
- Send you technical notices, updates, security alerts and support and administrative messages;
- Communicate with you about products, services, offers, promotions, rewards, and events offered by Avattire and others, and provide news and information we think will be of interest to you;
- Monitor and analyze trends, usage and activities in connection with our Services;
- Personalize and improve the Services and provide advertisements, content or features that match user profiles or interests;
- Link or combine with information we get from others to help understand your needs and provide you with better service;
- Detect, investigate and/or prevent fraudulent, unauthorized or illegal activity; and
- Carry out any other purpose for which the information was collected.

Avattire is based in the United States and the information we collect is governed by U.S. law. By accessing or using the Services or otherwise providing information to us, you consent to the processing and transfer of information in and to the U.S. and other countries.

## **Sharing of Information**

We may share information about you as follows or as otherwise described in this Privacy Policy:

- With other users when you send them Snaps, including your username and the contents of the Snap you send them. With vendors, consultants and other service providers who need access to such information to carry out work on our behalf;

- In response to legal process or a request for information if we believe disclosure is in accordance with any applicable law, rule, or regulation, or as otherwise required by any applicable law, rule or regulation;
- In order to investigate or remedy potential violations of our user agreements or policies, or to protect the rights, property and safety of Avattire, our users or others;
- In connection with, or during negotiations of, any merger, sale of company assets, financing or acquisition of all or a portion of our business to another company; and
- With your consent or at your direction.

We may also share aggregated or de-identified information, which cannot reasonably be used to identify you.

## **Analytics Services Provided by Others**

We may allow others to provide analytics services on our behalf. These entities may use cookies, web beacons and other technologies to collect information about your use of the Services and other websites, including your IP address, web browser, pages viewed, time spent on pages, links clicked and conversion information. This information may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand your online activity.

## **Security**

We take reasonable measures to help protect information about you from loss, theft, misuse and unauthorized access, disclosure, alteration and destruction.

## **Account Information**

You may update or correct information about yourself by launching the Avattire mobile application and editing your account settings.

## **Device Information**

Certain features of the Services require access to your image storage applications (e.g., to store a Snap in your photo gallery). Although you may decide whether or not to use this feature, on Android devices you grant Avattire permission to access these features as part of the installation process. If you later decide to revoke this permission, you can do so by following the standard uninstall process and removing the Avattire mobile application from your device. Alternatively, on iOS devices, you can grant or revoke your consent at any time and prevent us from continuing to access your phonebook and image storage applications by changing the settings on your device.

## **Cookies**

Most web browsers are set to accept cookies by default. If you prefer, you can usually choose to set your browser to remove or reject browser cookies. Please note that if you choose to remove or reject cookies, this could affect the availability and functionality of our website.

## **Push Notifications/Alerts**

Avattire may send push notifications or alerts to your device. You can deactivate these messages at any time by changing the notification settings on your device (iOS) or by changing your settings within the Avattire mobile application (Android).

## **Contact**

Aattire Inc.

520 Broadway