

VidPic AR Privacy Policy

Introduction

VidPic AR brings images to life and tells the story behind the image. Through the use of the mobile app, VidPic AR, users can view images and see digital video content appear on the real life printed image. Digital content can be paired with any print image to create a “VidPic”. And, some businesses and organizations add calls to action, follow-up information, incentives and rewards that will be made available in the App to the user by viewing a VidPic.

VidPic AR maintains a Privacy Policy that explains how we, and some organizations we work with, collect information, images and videos, and how we use each of these. In addition, our policy explains how we share and protect information in relation to our mobile services, web site, and any software provided or used in connection with our provision of VidPic AR services (collectively, the “Service”).

By using the VidPic AR Service, you understand and agree that we are providing a platform for posting content, including images, videos, and other materials (“User Content”), contact information, advertisements, coupons, real estate listings, incentives and rewards (“Commerce”), to the Service, and you agree to share any of your Commerce and User Content publicly. Other users may therefore, see, use, or share any of your User Content that you make publically available through VidPic AR’s Service, consistent with the terms and conditions of this Privacy Policy.

Information You Choose To Provide

When you interact with our Service, we collect the information that you choose to share with us. Images and video content, that may include identifying information, contact information, or any other information viewable in the images or video content, will be publicly visible on our Service. Users of our Service, who have access to the “target” print image (the primary image with which you associated video content), will, by viewing the VidPic, have access to the video and Commerce content you provide.

When our Service is used, we also collect information about the services you use and how you use them. This may include information that indicates that you viewed specific VidPics, or that you used specific Commerce information. This usage information may indicate the date and time that VidPics are viewed, the type of mobile device used when viewing, the location of the mobile device when using the service, incentives and rewards offered and redeemed,

We may collect device-specific information, such as the hardware model, operating system version, advertising identifier, unique application identifiers, unique device identifiers, browser type, language, wireless network, and mobile network information (including the mobile phone number).

Camera - Our services require usage of your camera for scanning purposes to recognize a target image and play it's associated content. You will not be able to view VidPics or any associated content, including rewards, incentives, listings, unless we can access your camera.

Location Information - When you use our services we may collect information about your general location. With your consent, we may also collect information about your precise location using methods that include GPS, wireless networks, cell towers, Wi-Fi access points, and other sensors, such as gyroscopes, accelerometers, and compasses.

Information Collected by Cookies and Other Technologies - Like most online services and mobile applications, we may use cookies and other technologies, such as web beacons, web storage, and unique advertising identifiers, to collect information about your activity, browser, and device. We may also use these technologies to collect information when you interact with services we offer through one of our partners, such as commerce features. Most web browsers are set to accept cookies by default. If you prefer, you can usually remove or reject browser cookies through the settings on your browser or device. Keep in mind, though, that removing or rejecting cookies could affect the availability and functionality of our services.

Analytics - We use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, rewards and incentives redeemed, listings viewed, add-ons, and other information that assists us in improving the Service. We collect and use analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

Device identifiers - When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by VidPic AR.

A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

Log Information - We also collect log information when you use our website. That information includes, among other things: details about how you've used our services, device information, such as your web browser type and language, access times, pages viewed, IP address, identifiers associated with cookies or other technologies that may uniquely identify your device or browser, pages you visited before or after navigating to our website.

User Information - Basic VidPic viewing is available to anyone with a smartphone and our VidPic AR app. Additional services may require you to set up a basic account that requires additional details about you, such as: a unique username, a password, an email address, a phone number, and your date of birth.

Purchasing some VidPic AR services may require you to provide us with a debit or credit card number and its associated account information.

How We Use Your Information

VidPic AR seeks to continually improve the products and services we provide. In addition to some specific uses of information described in this Privacy Policy, we may use information that we receive to:

- help you access your information after you log in
- remember information so you will not have to re-enter it during your visit or the next time you visit the Service
- provide personalized content and information to you and others, which could include online ads, listings or other forms of marketing
- provide, improve, test, and monitor the effectiveness of our Service
- develop and test new products and features
- monitor metrics such as total number of visitors, traffic, and demographic patterns
- diagnose or fix technology problems
- automatically update the VidPic AR application on your device

VidPic AR or other Users may run contests, special offers or other events or activities ("Events") on the Service. If you do not want to participate in an Event, do not select any associated calls-to-action, links, or clips.

Sharing of Your Information

We may share information about you in a variety of ways, however, we will not rent or sell your information to third parties outside VidPic AR without your consent, except as noted in this Policy.

We also may share your information as well as information from tools like cookies, log files, and device identifiers and location data, with third-party organizations that help us provide the Service to you ("Service Providers"). Our Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms.

We may also share certain information such as cookie data with third-party advertising partners. This information would allow third-party ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you.

We may remove parts of data that can identify you and share anonymized data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

Parties with whom you may choose to share your User Content:

Any information or content that you voluntarily disclose for posting to the Service, such as User Content, becomes available to the public. VidPic AR may provide services that allows you to specify the recipient(s) of content. Content shared with specific recipients is not identified as content that is made available to all users.

If you remove information that you posted to the Service, copies may remain viewable in cached and archived pages of the Service, or if other Users or third parties using the VidPic AR API have copied or saved that information.

If we sell or otherwise transfer part or the whole of VidPic AR or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as name and email address, User Content and any other information collected through the Service may be among the items sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

Legal Requests

We may access, preserve and share your information in response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the United States where we have a good faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards. We may also access, preserve and share information when we have a good faith belief it is necessary to: detect, prevent and address fraud and other illegal activity; to protect ourselves, you and others, including as part of investigations; and to prevent death or imminent bodily harm. Information we receive about you may be accessed, processed and retained for an extended period of time when it is the subject of a legal request or obligation, governmental

investigation, or investigations concerning possible violations of our terms or policies, or otherwise to prevent harm.

Third-Party Content and Integrations

The services may also contain third-party links and search results, include third-party integrations, or offer a co-branded or third-party-branded service. Through these links, third-party integrations, and co-branded or third-party-branded services, you may be providing information (including personal information) directly to the third party, us, or both. You acknowledge and agree that we are not responsible for how those third parties collect or use your information. As always, we encourage you to review the privacy policies of every third-party website or service that you visit or use, including those third parties you interact with through our services.

Analytics and Advertising Services Provided by Others

We may let other companies use cookies, web beacons, and similar tracking technologies on our services. These companies may collect information about how you use our services and other websites and online services over time and across different services. 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.

Additionally, some companies may use information collected on our services to deliver targeted advertisements on behalf of us or other companies, including on third-party websites and apps.

Storing Your Information

Your information collected through the Service may be stored and processed in the United States or any other country in which VidPic AR, its Affiliates or Service Providers maintain facilities. VidPic AR, its Affiliates, or Service Providers may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction.

By registering for and using the Service you consent to the transfer of information to the U.S. or to any other country in which VidPic AR, its Affiliates or Service Providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

We use commercially reasonable safeguards to help keep the information collected through the Service secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. However, VidPic AR cannot ensure the security of any information you transmit to VidPic AR or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.

Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and VidPic AR, at all times. Your privacy settings may also be affected by changes the social media services you connect to VidPic AR make to their services. We are not responsible for the functionality, privacy, or security measures of any other organization.

Your Account Information

Should you establish an account through the VidPic AR app, your account will contain profile/privacy settings. You may update your account at any time by logging in and changing your profile settings. You may unsubscribe from email communications from us by clicking on the “unsubscribe link” provided in such communications. You may not opt out of Service - related communications, such as account verification, purchase and billing notices, technical and security notices, and changes or updates to features of the Service.

Following termination or deactivation of your account, VidPic AR, its Affiliates, or its Service Providers may retain information (including your profile information) and User Content for a commercially reasonable time for backup, archival, and/or audit purposes.

Children's Privacy

VidPic AR’s Service is not intended for, and is not directed to anyone under the age of 13. VidPic AR does not knowingly collect any information or content from anyone under the age of 13. In the event that we learn that we have collected personal information from a child under the age of 13 without parental consent, we will delete that information as quickly as possible. If you believe that we may have any information from or about a child under 13, please contact us immediately.

Other Services and Websites

We are not responsible for the practices employed by any websites or services linked to or from our Service, including the information or content contained within them. Please remember that when you use a link to go from our Service to another website or service, our Privacy Policy does not apply to those third-party websites or services. Your browsing and interaction on any

third-party website or service, including those that have a link on our website, are subject to that third party's own rules and policies. In addition, you agree that we are not responsible and do not have control over any third-parties that you authorize to access your User Content. If you are using a third-party website or service and you allow them to access your User Content, you do so at your own risk.

How to Contact Us

If you have any questions about this Privacy Policy or the Service, please contact us at info@vidpicar.com.

Changes to Our Privacy Policy

VidPic AR may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of VidPic AR or the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.