

Privacy Policy

Last Updated: **December 2014**

If you have any questions about our privacy practices, please refer to the end of this Privacy Policy for information on how to contact us.

What information we may collect about you

In General

We may collect personal information that can identify you, such as your name, social media profile and email address. This information will only be collected if you choose to provide it to us directly by logging in with your social media accounts. When you provide personal information through our app, the information may be sent to servers located in the United Kingdom.

Information you provide

We may collect and store any personal information you enter in our app. We also may request information about your interests and activities, your gender and age, and other demographic information, solely to optimize our product and understand our customers in general.

Use of cookies and other technologies to collect information

We use various technologies to collect information from your device and about your activities on our app. These are just to store your preferences and to allow our customers to rate the Snoovies we feature. In order to give Snoovies a fair rating, we can only allow customers to rate a Snoovie once. We unique identifiers safeguard this. We do not use cookies to track anything else. This information does and cannot identify you.

Information collected automatically

We automatically collect information from your device when you use our app. This information includes your IP address, your device type and language, access times, your activities within the app and which pages you view. This helps us optimize our app, we want to learn what you like and what you don't like so we can make Snoovies better.

What we use this information for

In General

We may use information that we collect about you to:

- Provide you with customer support

- Perform research and analysis about your use of, or interest in, our products, services, or content
- Communicate with you by e-mail and/or mobile devices about our services
- Develop and display content and advertising tailored to your interests in our app
- Perform functions as otherwise described to you at the time of collection

With Whom We Share Your Information

Personal information

We do not share your personal information with others except as indicated below or when we inform you and give you an opportunity to opt out of having your personal information shared. We may share personal information with:

Authorized service providers: We may share your personal information with our authorized service providers that perform certain services on our behalf. These services may include providing customer service and marketing assistance, performing business and sales analysis, supporting our app functionality, and supporting contests, sweepstakes, surveys and other features offered through our website. These service providers may have access to personal information needed to perform their functions but are not permitted to share or use such information for any other purposes.

Other Situations. We also may disclose your information:

- In response to a subpoena or similar investigative demand, a court order, or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us, in our sole discretion.
- When we believe disclosure is appropriate in connection with efforts to investigate, prevent, report or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of our company, our users, our employees, or others; to comply with applicable law or cooperate with law enforcement; or to enforce our website terms and conditions or other agreements or policies.
- In connection with a substantial corporate transaction, such as the sale of our business, a divestiture, merger, consolidation, or asset sale, or in the unlikely event of bankruptcy.

Aggregated and non-personal information

We may share aggregated and non-personal information we collect under any of the above circumstances. We may also share it with third parties to develop and deliver targeted advertising on our apps. We may combine non-personal

information we collect with additional non-personal information collected from other sources. We also may share aggregated information with third parties, including advisors, advertisers and investors, for the purpose of conducting general business analysis. For example, we may tell our advertisers the number of visitors to our app and the most popular features or services accessed. This information does not contain any personal information and may be used to develop website content and services that we hope you and other users will find of interest and to target content and advertising.

Third-Party Websites

There are a number of places in our app or through our services where you may click on a link to access other websites that do not operate under this Privacy Policy. For example, if you click on an external link of a filmmaker, you may be taken to a website that we do not control. These third-party websites may independently solicit and collect information, including personal information, from you and, in some instances, provide us with information about your activities on those websites. We recommend that you consult the privacy statements of all third-party websites you visit by clicking on the "privacy" link typically located at the bottom of the webpage you are visiting.

How You Can Access Your Information

You can review and update your personal information by contacting us. More information about how to contact us is provided below.

When you delete the app, your preferences and social media login information will be removed. We may still retain certain information associated with your account for analytical purposes and recordkeeping integrity, as well as to prevent fraud, collect any fees owed, take actions we deem necessary to protect the integrity of our service or our users, or take other actions otherwise permitted by law. In addition, if certain information has already been provided to third parties as described in this Privacy Policy, retention of that information will be subject to those third parties' policies.

Your Choices About Collection and Use of Your Information

You can choose not to provide us with certain information. We will not collect any information about you that you do not personally provide, besides the activities you perform within our app that does not and cannot personally identify you.

If you have provided us with an email address and receive unwanted emails, you can remove your email address from our records by clicking 'unsubscribe' within the email.

How We Protect Your Personal Information

We take appropriate security measures (including physical, electronic and procedural measures) to help safeguard your personal information from

unauthorized access and disclosure. For example, only authorized employees are permitted to access personal information, and they may do so only for permitted business functions. In addition, we use encryption in the transmission of your sensitive personal information between your system and ours, and we use firewalls to help prevent unauthorized persons from gaining access to your personal information.

We want you to feel confident using our service. However, no system can be completely secure. Therefore, although we take steps to secure your information, we do not promise, and you should not expect, that your personal information, searches, or other communications will always remain secure. Users should also take care with how they handle and disclose their personal information and should avoid sending personal information through insecure email.

Children's Privacy

Our website is a general audience site, and we do not knowingly collect personal information from children under the age of 13.

Visiting Our Websites from Outside the United Kingdom

This Privacy Policy is intended to cover collection of information on or via our website from residents of the United Kingdom. If you are visiting our website from outside the United Kingdom, please be aware that your information may be transferred to, stored, and processed in the United Kingdom where our servers are located and our central database is operated. The data protection and other laws of the United Kingdom and other countries might not be as comprehensive as those in your country. Please be assured that we seek to take reasonable steps to ensure that your privacy is protected. By using our services, you understand that your information may be transferred to our facilities and those third parties with whom we share it as described in this privacy policy.

No Rights of Third Parties

This Privacy Policy does not create rights enforceable by third parties or require disclosure of any personal information relating to users of the website.

Changes to This Privacy Policy

We will occasionally update this Privacy Policy to reflect changes in our practices and services. When we post changes to this Privacy Policy, we will revise the "Last Updated" date at the top of this Privacy Policy. If we make any material changes in the way we collect, use, and/or share your personal information, we will notify you by sending an email to the email address you most recently provided us in your account, profile or registration (unless we do not have such an email address), and/or by prominently posting notice of the changes on our app. We recommend that you check our website from time to time to inform yourself of any changes in this Privacy Policy or any of our other policies.

How to Contact Us

If you have any questions about this Privacy Policy or our information-handling practices, or if you would like to request information about our disclosure of personal information to third parties for their direct marketing purposes, please contact us by email at **privacy@snoovies.com**