

## **Makani Media LLC — Mobile Privacy Statement**

(last updated: March 8, 2017)

The privacy of all our Users is very important to us. When you, as an App-user, use the Service we (the App-publisher) may process your Personal Data. This Privacy Statement describes how we safeguard and process your Personal Data. Please review this document carefully.

### **1. What is covered in this Privacy Statement**

- The kinds of Personal Data processed;
- The purposes for which Personal Data is processed;
- Where the Personal Data are processed;
- The security measures in place to protect Personal Data;
- Limits of responsibility concerning third parties;
- Viewing, changing and deleting your Personal Data;
- Changes to this Privacy Statement;
- What to do if you have any questions or remarks.

### **2. The kinds of Personal Data processed**

#### A. Personal Data by using our Service

In order to improve the Service, we use anonymous Data. This information will not go public through the Service.

#### B. Automatically generated information

Like most other websites and online services, we gather and process automatically generated information about how you use the App. The information gathered includes your IP-address and/or an unique device ID.

If you specifically opt-in, the App may collect your geo-location information. In any event, you can block geo-location collection through the settings of your mobile device.

To provide the App-owner with information about usage of the app, we are also collecting the following anonymous information:

- The moment you open the app;
- The blocks you've opened inside the app and amount of time you spend within a block;
- Actions such as opening urls, etc.
- The moment you leave the app.

### **3. The purposes for which Personal Data is processed**

#### **A. Purposes**

Parties process Personal Data for the following purposes:

- to enable you to use the Service;
- to keep you updated with relevant information about the Service;
- to improve and/or customize the Service;
- to provide support

#### **B. Transmission of Personal Data to third parties**

We do not sell, trade or rent your Personal Data to third parties.

We may provide “aggregated anonymous data” about the usage of the Service to third parties for purposes of audience research and user analytics.

“Aggregated anonymous data” is data that cannot be traced back to you and which therefore does not count as Personal Data. For instance, we may use aggregated anonymous data to better understand how Users interact with the Service.

In the event that we are acquired or merged with a third party, your Personal Data may also be disclosed and/or transferred to that third party. This third party will have the right to continue to use Personal Data and other information that you provided to us.

We may disclose your Personal Data when it is necessary to comply with a court order, ongoing judicial proceeding, criminal or civil subpoena or other legal process or request by law enforcement authorities in the United States. Personal Data may also be disclosed in order to defend against legal claims.

### **4. Where are the Personal Data processed**

The Service is provided by using hosting services in the European Economic Area. However, the Personal Data may be transferred to, and stored on, servers maintained or located in a country outside of the European Economic Area (EEA), such as the United States of America. Those third parties state that they shall adhere to the Safe Harbor principles of the Safe Harbor program of the U.S. Department of Commerce. This means there should be an adequate level of protection for the processing of Personal Data by Amazon. You agree to this transfer and processing outside the EEA. We will take all steps reasonably necessary to ensure that your Personal Data is treated securely and in accordance with this privacy policy.

## **5. What security measures are in place to protect Personal Data?**

The security of your data and that of other Users is very important to us. The technology platform we have licensed to build and host this Service (AppMachine) has implemented technical and organizational measures to protect your Personal Data against loss or any form of unlawful processing. This includes the following measures: protection of servers by firewalls, SSL connections and encryption of sensitive data. This list is not exhaustive.

## **6. Limits of responsibility concerning third parties**

Our Service may contain hyperlinks to the websites of other third parties.

We have no control or influence over the content, websites or services of these third parties. Different privacy policies may apply to the use of third party websites and services. This Privacy Statement only relates to Personal Data which have been obtained by parties through your use of the Service for its own purposes. We do not accept any responsibility or liability for the content, practice or operation of third party websites and services.

## **7. Viewing and deleting Personal Data**

You may send a request to access or delete the personal information collected through your use of the App by contacting us via email. You may be asked to provide additional information to verify your identity.

## **8. Children's privacy**

Personal information about children is not knowingly or intentionally collected.

## **9. Security**

Measures are implemented to secure your personal information, to minimize the risks of damage, loss of information and unauthorized access or use of information. However, these measures are unable to provide absolute information security. Therefore, although efforts are made to secure your personal information, it is not guaranteed and you cannot reasonably expect that the App and its related databases will be immune from any wrongdoings, malfunctions, unauthorized interceptions or access, or other kinds of abuse and misuse.

## **10. Changes to this Privacy Statement**

This Statement may be updated at any time. We may publish any updated version of the Privacy Statement via the Service. We encourage you to check this page from time to time to be aware of any changes to this Privacy Statement. You acknowledge and

agree that it is your responsibility to review this Privacy Statement periodically and familiarize yourself with any updates.

You agree to be bound by any of the changes made to this Statement. Your continued use of the App after the effective changes indicates your acceptance of the amended Statement. If you do not agree with the amended Statement, you must uninstall the App and avoid any further use of the App and Service.

#### **11. Questions or remarks**

If you have any questions or remarks about this Privacy Statement, please contact us via email at [info@contraceptiveapp.com](mailto:info@contraceptiveapp.com)

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