



# AppSpots Privacy Policy

Last modified: June 18, 2016

As you use our services, we want you to be clear how we're using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to access and update information.

We've tried to keep it as simple as possible, but if you're not familiar with terms like cookies, device identifiers, IP addresses and browsers, then read about these key terms first. Your privacy matters to us so whether you are new to AppSpots or a long-time user, please do take the time to get to know our practices – and if you have any questions consult this page.

## Information we collect

We collect information to provide better services to all of our users – from figuring out basic stuff like which size screen you are using, to more complex things like enabling location services to provide relevant content recommendations.

We collect information in two ways:

- **Information you give us.** For example, some of our services require you to sign up for an AppSpots Account. When you do, we'll ask for personal information, like your name, email address or telephone number.
- **Information we get from your use of our services.** We may collect information about the services that you use and how you use them, like when you visit a website that uses our location services. This information includes:

- **Device information**

We may collect device-specific information (such as your hardware model, operating system version, unique device identifiers, and WiFi network information). AppSpots may associate your device identifiers with your AppSpots Account.

- **Log information**

When you use our services or view content provided by AppSpots, we may automatically collect and store certain information in server logs. This may include:

- details of how and when you used our service, such as which pages of the AppSpots website you have visited.

- device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
- **Location information**

When you use a location-enabled AppSpots service, we may collect and process information about your actual location, like GPS signals sent by a mobile device or the Wi-Fi access points you connect to.
- **Local storage**

We may collect and store information (including personal information) locally on your device using mechanisms such as browser web storage (including HTML 5) and application data caches.
- **Cookies and anonymous identifiers**

We use various technologies to collect and store information when you use an AppSpots service, and this may include sending one or more cookies or anonymous identifiers to your device. We also use cookies and anonymous identifiers when you interact with services we offer to our partners, such as web services or AppSpots features that may appear on other sites.

## **How we use information we collect**

We use the information we collect from all of our services to provide, maintain, protect and improve them, to develop new ones, and to protect AppSpots and our users. We also use this information to offer you more relevant content.

We may use the name you provide for your AppSpots Profile across all of the services we offer that require an AppSpots Account. In addition, we may replace past names associated with your AppSpots Account so that you are represented consistently across all our services.

When you contact AppSpots, we may keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies to improve your user experience and the overall quality of our services. We will not associate a cookie or anonymous identifier with sensitive categories, such as those based on race, religion, sexual orientation or health.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

AppSpots processes personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

## Transparency and choice

People have different privacy concerns. Our goal is to be clear about what information we collect, so that you can make meaningful choices about how it is used. For example, you can choose to disable AppSpots location services and have all of your data removed from our servers through the settings page.

You may also set your browser to block all cookies, including cookies associated with our services, or to indicate when a cookie is being set by us. However, it's important to remember that many of our services may not function properly if your cookies are disabled.

## Information we share

We do not share personal information with companies, organizations and individuals outside of AppSpots unless one of the following circumstances applies:

- **With your consent**

We will share personal information with companies, organizations or individuals outside of AppSpots when we have your consent to do so. We require opt-in consent for the sharing of any sensitive personal information.

- **With business customers and partners**

We will share a limited amount of personal information, such as anonymous device IDs and log events, through AppSpots SDK and Analytics products. These services help business customers understand how visitors engage and are used by developers to provide better user experiences in compliance with our Privacy Policy.

We may also share aggregated, non-personally identifiable information publicly and with our partners – like publishers, advertisers or connected sites. For example, we may share information publicly to show trends about the general use of our services.

- **For external processing**

We may provide personal information to our affiliates or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.

- **For legal reasons**

We will share personal information with companies, organizations or individuals outside of AppSpots if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request.
- enforce applicable Terms of Service, including investigation of potential violations.
- detect, prevent, or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of AppSpots, our users or the public as required or permitted by law.

If AppSpots is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

## **Information security**

We work hard to protect AppSpots and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We encrypt many of our services using SSL.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to AppSpots employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

## **When this Privacy Policy applies**

Our Privacy Policy applies to all of the services offered by AppSpots and its affiliates, including services offered on other sites (such as our SDK location services), but excludes services that have separate privacy policies that do not incorporate this Privacy Policy.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you within the AppSpots user interface, sites that may use AppSpots services, or other sites linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies or other technologies to serve and offer relevant content.

## **Compliance and cooperation with regulatory authorities**

We regularly review our compliance with our Privacy Policy. We also adhere to several self-regulatory frameworks. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

## **Changes**

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice (including, for certain services, email notification of privacy policy changes). We will also keep prior versions of this Privacy Policy in an archive for your review.