

## **Blurr Mobile Application Privacy Policy**

Welcome to Blurr! The Blurr mobile application collects and manages user data according to this Privacy Policy. This Policy is part of Blurr's Terms of Service, which you can read here [www.yourblurr.com/tos](http://www.yourblurr.com/tos), and by using the Blurr mobile application and/or website, you, the user, agree to the terms of this Privacy Policy and the Terms of Service, and authorize our collection, use, storing, and sharing of data under these terms. If you do not consent to the collection of your data according to this Privacy Policy, please delete your account information, remove the Blurr mobile application from your mobile phone, and cease your use of the Blurr mobile application and website. Please read this document and the Terms of Service in their entirety.

### **What data do we collect?**

When you sign up to use Blurr, we collect personal information that you provide us about yourself, such as your full name, phone number and email (which allows you to recover access to your Blurr profile) when you allow us to pull such information from your Facebook profile. In addition, your Facebook profile will continue to serve as your access to the Blurr mobile application.

You provide us data when you take photos through the Blurr app using your mobile phone's camera. In addition, you also provide us your current location when you set up a Blurr photo feed and/or take photos through the Blurr app.

You connect your social media accounts, currently Facebook — but in the near future additional social media platforms such as Instagram or Twitter — to the Blurr mobile application, and provide us information for your profile from those accounts. You provide us access to your social media accounts by giving permission through your mobile phone OS settings, or by manually inputting your log-in information when prompted.

In the near future, you may be able to allow the mobile application to access the contact information (such as email addresses, phone numbers, or social media handles) for your family, friends, and acquaintances, by allowing access to that information in your mobile phone's address book/memory.

We also collect analytics about you through third-party analytics softwares, currently Localytics for our mobile application, and for our website, Google Analytics. To learn more about how Localytics and Google Analytics collect, use, store, and share data, please visit <http://docs.localytics.com/faqs/understand-your-data.html#understand-your-data> and [https://support.google.com/analytics/topic/2919631?hl=en&ref\\_topic=1008008](https://support.google.com/analytics/topic/2919631?hl=en&ref_topic=1008008), respectively. Data collected for analytics may include the city/state/country in which you are located, the internet service provider or mobile data provider you use, the screen resolution and operating system of your device, the browser you use to view our website, the date and time you access our app and/or website, how long you spend on our app, which functions you use on our app and the frequency with which you use those

functions, the method by which you access our website (e.g., whether you access our website directly, via link, or via search engine [including the search engine and search term used]), the pages on our website viewed, and the order of the pages viewed and the time spent on each page. However, such information may be aggregated and anonymized, and may not be readily identifiable to you.

### **How do we use the data we collect?**

We use the information from your Facebook profile you provide us access to upon signing up to the Blurr service in order to permit you to access and use the Blurr services, as well as to allow us to contact you when necessary. We also use your Facebook profile information to highlight the photos you take on the Blurr mobile application to your Facebook friends.

We use your location and the photos you take using your mobile's phone's camera through the Blurr mobile application to create a Blurr photo feed.

We use the address book information you provide us from your mobile phone to allow you to prompt your friends and family to join you on the Blurr mobile application.

We use the analytics data we collect from you to monitor and improve functions of the website and mobile application.

### **How is data stored and protected?**

All data and information that you provide us is stored with our third-party hosting company, Amazon Web Services. To learn more about how it stores and protects data and information, please visit [https://aws.amazon.com/security/?nc1=f\\_cc](https://aws.amazon.com/security/?nc1=f_cc).

Analytics data is stored by our third-party analytics software providers, which currently are Localytics and Google Analytics. To learn more about how they store and protect data and information, please visit <http://docs.localytics.com/faqs/understand-your-data.html#understand-your-data> and [https://support.google.com/analytics/topic/2919631?hl=en&ref\\_topic=1008008](https://support.google.com/analytics/topic/2919631?hl=en&ref_topic=1008008).

### **Who do we share data with?**

We share all of the data we store with our third-party hosting company, Amazon Web Services.

We share the photos you take with the Blurr mobile application to other Blurr users who have contributed to the Blurr photo feed and to your Facebook friends; however, your name is not on the photos that are shared with your Facebook friends or that are added

to a Blurr photo feed, and therefore may not be readily identifiable to you. Users who can see your photos in the Blurr photo feed are able to copy those photos to their mobile phone's camera roll. Blurr photo feeds are not searchable or indexable by search engines.

Analytics data is sent to our third-party analytics software providers, Localytics and Google Analytics, for us to view.

We may share data, when in our estimation it is necessary to do so, with government or law enforcement agencies, courts, or other legal proceedings, in response to a subpoena, warrant, or other legal request, or if we are otherwise legally required to do so, or to protect our users or other persons, or to limit our liability, or to enforce our rights.

## **Miscellaneous Terms**

*Cookies:* The Blurr mobile application does not use cookies.

*Do-Not-Track Requests:* Although your physical location and usage of the Blurr mobile application are tracked in order to deliver the functions of the app and for analytics purposes, the Blurr website and mobile application do not track you for advertising purposes. As a result, the website and mobile application do not respond to do-not-track requests.

*Minors' Data:* Minors may at any time delete any content on our mobile application; however, such content may have already been copied and/or downloaded by other users, which cannot be deleted. Minors under the age of 18 may contact us at [hello@yourblurr.com](mailto:hello@yourblurr.com) to request deactivation or deletion on the mobile application of any information you submit to the Blurr mobile application or website.

Users of the Blurr mobile application and/or website must be 13 years of age or older. We do not actively solicit data or information from minors under the age of 13. If you are the parent or guardian of a minor under the age of 13 and believe we have collected data or information from your minor in error, please contact us at [hello@yourblurr.com](mailto:hello@yourblurr.com) and we will assist you with deleting your minor's information.

*Modification of Privacy Policy:* We reserve the right to unilaterally modify the terms of the Privacy Policy at any time and for any reason. We will notify you of any changes to this Privacy Policy by posting a notification on the website and/or sending you a notification to your account or to the email address associated with your account. Your continued use of the Blurr mobile application and/or website after any changes to this Privacy Policy serves as your assent to such successive version of this Privacy Policy. Use of any information collected will be subject to the terms of the Privacy Policy in effect at the time of use.

If you have any questions or concerns regarding this Privacy Policy, please contact us at [hello@yourblurr.com](mailto:hello@yourblurr.com).

*Effective Date:*