

## Privacy Policy

The privacy of our users (“user” or “you”) is respected. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you access our mobile application (the “Application”). Please read this Privacy Policy carefully. IF YOU DO NOT AGREE WITH THE TERMS OF THIS PRIVACY POLICY, PLEASE DO NOT ACCESS THE APPLICATION.

We reserve the right to make changes to this Privacy Policy at any time and for any reason. We will alert you about any changes by updating the “Last updated” date of this Privacy Policy. You are encouraged to periodically review this Privacy Policy to stay informed of updates. You will be deemed to have been made aware of, will be subject to, and will be deemed to have accepted the changes in any revised Privacy Policy by your continued use of the Application after the date such revised Privacy Policy is posted.

This Privacy Policy does not apply to the third-party online/mobile store from which you install the Application or make payments, including any in-game virtual items, which may also collect and use data about you. We are not responsible for any of the data collected by any such third party.

### **COLLECTION OF INFORMATION**

We may collect information about you in a variety of ways. The information we may collect via the Application depends on the content and materials you use, and includes:

#### **Personal Data**

Demographic and other personally identifiable information (such as your name and email address) that you voluntarily give to us when choosing to participate in various activities related to the Application. Personal information is collected for communicative and investigative purposes as well, to inform you or to prevent you from engaging in actions regarding unauthorized use of the Application. If personal information is to be used for purposes not mentioned above, we will have to acquire your prior consent.

#### **Non-personal Information**

We may collect information about you which can include: usage information, device information, website information, IP addresses, ads you see, ads you click on and interact with, preferences, and information collected by cookies and other technologies such as web beacons and pixels.

#### **Metadata**

We may collect metadata associated with User Content. Metadata typically consists of how, when, where and by whom a piece of User Content was collected and how that content has been formatted. Metadata of the photos or videos will be used to provide



and improve features such as Eye-Points Recognition, Facial Detection, Region Segmentation, content Tags and other customized features derived out of the combination of the above-mentioned features.

## **SHARING OF INFORMATION**

We may share your information with third parties outside the Application and in the instances described below:

- To deliver the services you have requested;
- We will disclose your information if we reasonably believe that such action is necessary to (a) comply with the law and the reasonable requests of law enforcement; (b) to enforce our Terms of Use, or to protect the security or integrity of our Application; and/or (c) to exercise or protect the rights, property, or personal safety of the Application, our users or others.
- We may permit third party online advertising networks to collect information about your use of our website over time so that they could display ads accordingly in relation to your interests. Those business partners will be given limited access to your information that is reasonably necessary to deliver the service. These parties are required to process the information in accordance with our policies.
- In the event of a change of control on the Application, or any combination of its products, services, assets and/or businesses. Your information such as email addresses, User Content, and other user information related to the Application will likely be among the items transferred in these types of transactions. We will inform you prior to such transactions.

## **SECURITY OF INFORMATION**

Precautions are taken by us – including administrative, technical, and physical measures – to safeguard your Personal Information against loss, theft, and misuse, as well as against unauthorized access, disclosure, alteration and destruction. While we have taken reasonable steps to secure the personal information you provide to us, please be aware that any information disclosed online is vulnerable to interception and misuse by unauthorized parties. We do not guarantee complete security if you provide personal information.

## **QUESTIONS**

If you have any questions or concerns about our privacy policy, please email us at: [feedbackservice@163.com](mailto:feedbackservice@163.com)