



## Visual Mobile Technologies, Inc. Privacy Policy

Visual Mobile Technologies, Inc., a Delaware corporation ("Company"), recognizes that its customers, visitors, users and others (collectively or individually "Users") who use [vmobiletech.com](http://vmobiletech.com) or other websites in our domains owned or operated by Company ("Sites") and the related services including without limitation the mobile application, and all features and applications (collectively, the "Service") respects and value their privacy.

This Privacy Policy details important information regarding the use and disclosure of User information collected on The Company's Sites and Service. This Privacy Policy is incorporated into and is subject to the Visual Mobile Technologies Hosted Services Agreement. Your use of the Sites and Service and any personal information you provide on The Company's Sites and Service remains subject to the terms of this Privacy Policy and our Hosted Services Agreement. Please note that any graphic, video, image, picture, photo, location or other content posted at the direction of Users onto The Company's Sites and or the Service becomes published content and is not considered personally identifiable information subject to this Privacy Policy.

As a general rule, no personally identifiable information is automatically collected from users of The Company's Sites or Service. Personally identifiable data about Users of our Sites and Services are known to us only when voluntarily submitted by Users of the Site or Services. The Company works hard to earn and keep your trust, so we adhere to the following principles to protect your privacy:

### Information Collection

**User Provided Information:** In order to use The Company's Sites and Service, you may be required to provide certain identifiable information (such as your cell phone number, email address and name) when choosing to participate in various activities on The Company's Sites and Service such as streaming live video, uploading videos, viewing your own recorded content, managing your networks, posting messages, tagging content, taking advantage of promotions, responding to surveys, or subscribing to our newsletters or other mailing lists. Once a user, you may provide additional information as a part of your profile describing yourself and your preferences. Providing additional information beyond what is required is entirely optional, but enables you to better identify yourself and better use our applications and services.

**Information about your Contacts:** In order to share your live video streams, recorded content or any other content, you may invite other Users by providing their names, email addresses or cell phone numbers. This information will only be used in the furtherance of using The Company's applications and services. You may also choose to import your contacts from other networks. This information will be viewable by you unless you specify otherwise. All information that you enter or upload about your contacts will be covered by the same terms of this Privacy Policy as cover your own personally identifiable information.

**Mobile Device information:** Due to communication standards on mobile devices, any time you use your mobile browser to visit The Company's Site or Service, we record certain information that your web browser or device sends. This information contains information about your device (such as device manufacturer's name, device model number, operating system of the device, carrier network, etc.). All information collected about your device is used solely for customer support purposes and to provide you with the best possible service. This information is not sold to device manufacturers, network operators or any third party for any commercial gain.

**Cookies & Log Files:** Like most web sites, The Company uses cookies and web log files to track site usage. A cookie is a tiny data file which resides on your computer which allows The Company to recognize you as a user when you return to the Sites using the same computer/device and web browser. The Company uses both session and persistent cookies. A persistent cookie remains after you close your web browser. Persistent cookies may be used by your web browser on subsequent visits to the site. A session cookie is temporary and disappears after you close your web browser. You can set your web browser to refuse all cookies or to indicate when a cookie is being sent. However, some features of The Company's Site or Service may not function properly if the ability to accept cookies is disabled.

Due to the communications standards on the Internet, when you visit The Company's Sites, our servers automatically record certain information that your web browser and or device sends whenever you access any website. These server logs may include information such as your web request, Internet Protocol ("IP") address, browser type, browser language, platform type, referring / exit pages and URLs, number of clicks, domain names, landing pages, pages viewed and order of those pages, the amount of time spent on particular pages, the date and time of your request, and one or more cookies that may uniquely identify your browser. This information is used to analyze overall trends to help us improve the service, but is not linked to personally identifiable information in any way.

## **Information Use**

The Company's Sites and Service utilize your personally identifiable information and location information to operate, maintain and provide you with the features and functionality of the application and keep you informed of current and upcoming availability and functionality.

We do not use your cell phone number, email address or other personally identifiable information or location information to send commercial or marketing messages without your consent or except as part of a specific program or feature for which you will have the ability to opt-out of at your choosing. We may, however, use your cell phone number, email address and/or location information without further consent for non-marketing or administrative purposes (such as notifying you of major Company Site and/or Service changes or for customer service purposes).

We use both your personally identifiable information and certain non-personally identifiable information (such as anonymous User usage data, cookies, IP address, browser type, clickstream data, aggregated data, etc.) to improve the overall quality and design The Company's Sites and Service and to create new features, promotions, functionality, and services by storing and analyzing preferences and trends.

We use Cookies and Log File information to:

- Remember information so that you will not have to re-enter it during your current or future visits to the The Company's Sites and Service
- Provide custom, personalized content and information
- Monitor the effectiveness of our marketing campaigns
- Monitor aggregate metrics

## **Information Sharing**

**Sharing Information with Third Parties:** The Company takes the privacy of our users very seriously. We will never sell, rent, or otherwise provide your personally identifiable information to any third parties for commercial or marketing purposes. We will only share your personally identifiable information with third parties to carry out your instructions and to provide specific services. We may however provide personally identifiable information and non-personally identifiable information to our subsidiaries, affiliated companies or other businesses or

persons for processing such information on our behalf. In these cases, we require that these parties agree to process such information in compliance with this Privacy Policy.

We do share non-personally identifiable information (such as anonymous User usage data, referring / exit pages and URLs, platform types, number of clicks, aggregated data, etc.) with interested third parties to assist them in understanding the usage patterns for certain content, services, advertisements, promotions, and/or functionality on The Company's Sites and Services.

We may release personally identifiable information and/or non-personally identifiable information if required to do so by law, or if we in good faith believe that such action is necessary to comply with state and federal laws (such as U.S. Copyright Law) or respond to a court order, subpoena, search warrant, exercise our legal rights or defend against legal claims.

The Company also reserves the right to disclose personally identifiable information and/or non-personally identifiable information that The Company believes, in good faith, is appropriate or necessary to enforce our Hosted Services Agreement, take precautions against liability, to investigate and defend itself against any third party claims or allegations, to assist government or enforcement agencies, to protect the security or integrity of our website and to protect the rights, property, or personal safety of The Company, our Users or others.

**Communications Between Users:** Many messages you initiate through The Company's Site or Service (such as an invitation sent to a guest), will list your name, email address or cell phone. Messages you initiate may also provide aggregate information about your network (for instance how many people are in your network), but will never list the people to whom you are directly connected.

**Third party Advertisers, Links to Other Sites (if using applicable products or services):** The Company may allow other companies, called third-party ad servers or ad networks, to serve advertisements within The Company's Sites and Service. These third party ad servers or ad networks use technology to send, directly to your web browser, advertisement and links that appear on The Company's Sites and Services. They automatically receive your IP address when this happens. They may also use other technologies (such as cookies, JavaScript or Web Beacons) to measure the effectiveness of their advertisement and to personalize the advertising content you see. The Company does not provide any personally identifiable information to these third party ad servers or ad networks without your consent or except as part of a specific program or feature from which you will have the ability to opt-out. However, please note that if an advertiser asks The Company to show an advertisement to a certain audience (for example, men between the ages of 24-35) or audience segment (for example, men between the ages of 24-35 who have streamed video live) and you respond to that advertisement, the advertiser or ad server may conclude you fit the description of the audience they are trying to reach. The advertiser may also use this information regarding your use of The Company's Sites and Services, such as number of times you viewed an ad (but not personally identifiable information), to determine which ads to deliver to you.

If you click on an advertisement, or click a link that takes you to a website that is not operated by The Company, you should familiarize yourself with the privacy practices of that advertiser or website. The Company's Privacy Policy does not apply to, and we cannot control the activities of, such other advertisers or websites.

## **Our Commitment to Security**

We take security very seriously. First, we focus significant time and resources to ensure that customer accounts and information are not misused by Company employees. A limited set of employees are authorized to access customer accounts, they are educated about the importance of maintaining customer privacy, and their access to customer accounts is logged and audited. Our employees are also contractually required to access accounts and log data only for quality, security, audit, and other internal business purposes. Additionally, we use commercially reasonable physical, managerial and technical safeguards to preserve the integrity and security of

your information. We implement technology and procedures to try to make sure that external parties cannot access or modify users' personal information on our servers. These technologies and procedures include industry standard methods, like communicating over secure socket layer (SSL), as well as our own proprietary methods. Additionally, private information can be accessed only by providing your password.

We cannot ensure or warrant the security of any information you transmit to The Company over the public networks. Once we receive your information, The Company makes commercially reasonable efforts to ensure the security of our systems.

If The Company learns of a security system breach, we may attempt to notify you electronically so that you can take appropriate protective steps. The Company may post a notice on The Company's Sites and in our Services if a security breach occurs. Depending on where you live, you may have a legal right to receive notice of a security breach in writing.

### **Changes to this Privacy Policy**

The Company may revise this privacy policy periodically and this will be reflected by the "effective date" at the bottom of this Privacy Policy. Please revisit this page to stay aware of any changes. Your continued use of The Company's Sites and Service constitutes your agreement to this Privacy Policy and any future revisions.

### **Questions or Comments**

If you have questions or comments about this Privacy Policy, please email us at [support@vmobiletech.com](mailto:support@vmobiletech.com) or contact us at:

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Effective Date: January 01, 2014  
Updated Date: June 05, 2016