

MOOV.S.ME PRIVACY POLICY

Overview

Preserving your privacy and making you aware of *exactly* what data we are collecting is very important to us. This policy document outlines what data we collect, how and when we collect it and why we collect it. We want you to be clear how we're using information and the ways in which you can protect your privacy.

The Moovs.Me websites are owned and operated by Moovs.Me, LLC. an Illinois corporation. We have a number of web apps and services you can use. When you share information with us, for example when creating a Moovs.Me account, we can make them work much better and easier for you.

Information We Collect

We collect information in two ways:

1. Information you explicitly give us. For example, some features require you to sign up for a Moovs.Me account. When you do, we'll ask for personal information, like your email address or a user name and password you create. Also, if, for example, you want to take full advantage of the sharing features we offer, we might also ask you to create a publicly visible story, video or photo. These may include media that you created.
2. Information we get from your use of our services. We collect information about the services that you use and how you use them. This information includes:
 - Device information - We collect device-specific information (such as your hardware model and operating system version).
 - Log information - When you use our apps or services, we automatically collect and store certain information in server logs for debugging and diagnostic purposes. This includes:
 - details of how you used our app or service, such commands you executed.
 - Internet protocol address.
 - device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
 - cookies that may uniquely identify your browser or your Moovs.Me account.
 - Location information
 - Unique application numbers - Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to Moovs.Me when you install or uninstall that service or when that service periodically contacts our servers, such as for automatic updates.
 - 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 a Moovs.Me app or 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 advertising services or features that may appear on other sites. We use services such as Google Analytics to analyze the traffic to our websites and apps.

How We Use Information We Collect

We use the information we collect from our apps and services to provide, maintain, protect and improve them, to develop new ones, and to protect Moovs.Me and our users. We also use this information to offer you tailored content – like giving you more relevant story themes and ads, improving our automated editing logic, etc.. We may show Moovs.Me users and guest viewers your publicly visible stories and media. We will respect the choices you make to limit sharing or visibility settings of your content or Moovs.Me account information.

When you contact Moovs.Me, we 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, like pixel tags, to improve your user experience and the overall quality of our services. For example, by saving your language preferences, we'll be able to have our services appear in the language you prefer. When showing you tailored ads, we will not associate a cookie or anonymous identifier with sensitive categories, such as those based on race, religion, sexual orientation or health.

Our automated systems analyze your content (including photos, videos, audio and other content) to provide you personally customized product features. We may combine personal information from one service with information, including personal information, from other Moovs.Me apps or services – for example to make it easier to share things with people you know. We will not combine cookie information with personally identifiable information unless we have your opt-in consent.

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

- View and edit your preferences about using Moovs.Me apps and services.
- Opt out of certain Moovs.Me advertising services, such as mailings.
- Adjust how the public information associated with your Moovs.Me Account appears to others.
- 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. Similarly, you may disable the use of Javascript in your browser. However, it's important to remember that many of our services may not function properly if your cookies or Javascript are disabled.

Information You Share

Many of our services let you share information with others. Remember that when you share information publicly, it may be indexable by search engines, including Moovs.Me. Our services provide you with different options on sharing and removing your content.

Accessing and Updating Your Personal Information

Whenever you use our services, we aim to provide you with access to your personal information. If that information is wrong, we strive to give you ways to update it quickly or to delete it – unless we have to keep that information for legitimate business or legal purposes. When updating your personal information, we may ask you to verify your identity before we can act on your request.

We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup systems).

Where we can provide information access and correction, we will do so for free, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

Information We Share

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

- With your *explicit* consent - We will share personal information with companies, organizations or individuals outside of Moovs.Me only when we have your consent to do so.
- With Moovs.Me technical support administrators and developers - They may be able to:
 - View statistics regarding your account, like statistics regarding applications you install.
 - Change your account password.
 - Suspend or terminate your account access.
 - Access or retain information stored as part of your account.
 - Receive your account information in order to satisfy applicable law, regulation, legal process or enforceable governmental request.
 - Restrict your ability to delete or edit information or privacy settings.
- 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 Moovs.Me 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 Moovs.Me, our users or the public as required or permitted by law.

- We may 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.
- If Moovs.Me 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 Moovs.Me 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 verification when you sign-up for a Moovs.Me Account.
- 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 Moovs.Me 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 apps services offered by Moovs.Me, LLC. and its affiliates, including:

- The Moovs.Me StoryMakAR™ and StoryPlayAR™ mobile Apps
- The Moovs.Me CloudSTUDIO™ online app/website
- The Moovs.Me main website
- The Moovs.Me documentation website

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you in search results, sites that may include Moovs.Me 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, pixel tags and other technologies to serve and offer relevant ads.

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.

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