

App Annie Privacy Policy for Mobile Applications

Last Updated 24-05-2018

App Annie Inc. (together with its affiliates, including entities listed in Section 10 of this policy, "App Annie," or "Us/We/Our") values the privacy of individuals who use our mobile application, Phone Guardian ("App") and, where applicable, its respective website ("Site") (together our "Services").

This app collects information about how you use your mobile device, including information about the apps you use and websites you visit. We will use this information to analyze trends about app usage, mobile web & demographic groups. We will aggregate your information with other information and share it in an anonymous and aggregated manner with our third party partners and publicly. We do not sell your Personal Information. Data security is a top priority for us and we have appropriate data security standards in place.

This Privacy Policy explains how App Annie may collect, use, process, and disclose, and safeguard information we obtain through our Services. It also tells you about your rights and choices with respect to your information, and how you can contact us if you have any questions or concerns. Your use of the Services is subject to this Privacy Policy and the Terms of Service accessible on the App or Site.

1. How App Annie Collects Your Information

For the purpose of this Privacy Policy, "Personal Information" means any information relating to an identified or identifiable individual. We obtain Personal Information relating to you from various sources described below.

Where applicable, we indicate whether and why you must provide us with your Personal Information, as well as the consequences of failing to do so. If you do not provide Personal Information when requested, you may not be able to benefit from our Services if that information is necessary to provide you with the service or if we are legally required to collect it.

i. Information You Provide

Communications. If you contact us directly, such as for Customer Support, we may receive additional information about you, such as your name, email address and the content, date and time of your message, and our reply. We may also receive information if you choose to complete a survey, such as demographic information.

ii. Information We Collect When You Use the Services

Depending on which mobile device operating system you use, we may collect the following information:

Device Information. We receive information about your device, including IP address, device identifiers, advertising identifiers, publisher identifiers, web browser type, operating system version, device manufacturer & model, your Internet Service Provider (ISP), power consumption, and carrier or network.

App Annie App Usage Information. We receive information about your interactions with the App, like the pages or other content you view, the dates and times of your interactions, the frequency of your usage sessions.

Third Party App and Website Usage. When you install the App, we may receive the names of the apps installed on your device and your interactions with those apps, network traffic, in-app purchases, the dates and times of your interactions, and the frequency of your usage sessions. We receive similar information about your interactions with websites that you access on your mobile device.

Location Information. With your consent, we may obtain information about your physical location at regular intervals when you use the Services, such as by use of geolocation features in the device(s) through which you access the Sites and Service. In addition, we may infer your location from other information we collect (for example, your IP address indicates the general geographic region from which you are connecting to the Internet). We may use location information to provide you with features, notifications, or other content that is influenced by your location.

Information from Cookies and Similar Technologies.

A cookie is a text-only string of information that a website transfers to the cookie file of the browser on your computer or mobile device. When you use our Services, we and our third party service providers may collect information from you through cookies, web beacons, web server logs, and similar technologies. We may use both session cookies and persistent cookies. By using the Services, you consent to the placement of cookies, beacons, and similar technologies in your browser and on emails in accordance with this Privacy Policy. If you disable cookies on your browser, some parts of the Services may not work fully.

We work with analytics providers such as Google Analytics, which use cookies and similar technologies to collect and analyze information about use of the Services and report on activities and trends. Google Analytics may also collect information regarding the use of other websites, apps and online resources. You can learn about Google's practices by going to <https://www.google.com/policies/privacy/partners/>, and opt out of them by downloading the Google Analytics opt-out browser add-on, available at <https://tools.google.com/dlpage/gaoptout>.

We partner with third party advertising partners to manage our advertising on other online services. Our third party partners use cookies and similar technologies to gather information about your activities on our Services in order to provide you with advertisements based upon your browsing activities and interests. Some of our advertising partners are members of the Network Advertising Initiative or the Digital Advertising Alliance. If you do not wish to receive our personalized ads, please visit their opt-out pages to learn about how you may opt out of receiving web-based personalized ads from member companies (or if located in the European Union, visit the [YourOnlineChoices](#) website). You can access any settings offered by your mobile operating system to limit ad tracking, or you can install the AppChoices mobile app to learn more about how you may opt out of personalized ads in mobile apps.

Our Services may include links, features or components supplied by third parties, such as the Facebook "Like" button or other interactive tools. Such third-parties may have information practices different than those set forth herein and their use of cookies and similar technologies is not covered by this Privacy Policy. We do not have access to or control over such third parties and encourage you to consult the privacy notices provided by those third parties.

2. How App Annie Uses Your Information

App Annie will use your information, including your Personal Information, for the following purposes:

Providing the Service. We will use your information to provide, enhance, improve, and personalize our Services.

Analytics. We will use your information to understand and analyze how you use our Services.

Marketing. We will use your information for marketing purposes, such as providing you with promotional materials that may be useful, relevant, valuable or otherwise of interest to you.

Communications. We will use your information to communicate with you, including sending emails to an email address you provide to us (i) for customer-service or technical-support purposes, or (ii) to send you (a) information about topics or content that we think may interest you, or (b) updates about the latest developments or features on the Services. We also may send push notifications to your device.

Aggregate Information on Market Trends. We will use your information, including information about the apps you have installed, the websites you visit, and your interactions with those apps and websites, to analyze trends about app usage, mobile web & demographic groups. We will aggregate your information with other information and share it in an anonymous and aggregated manner with our third party partners and publicly. We do not sell your Personal Information. Data security is a top priority for us and we have appropriate data security standards in place.

European Economic Area. If you are located in the European Economic Area, we only process your Personal Information based on a valid legal ground, including when:

- You have consented to the use of your Personal Information. You may withdraw any consent you previously provided to us regarding the processing of your Personal Information, at any time and free of charge. We will apply your preferences going forward and this will not affect the lawfulness of the processing before your consent withdrawal;
- We need your Personal Information to provide you with the Services or to respond to your inquiries;
- We have a legal obligation to use your Personal Information; and
- We or a third party have a legitimate interest in using your Personal Information. In particular, we have a legitimate interest in using your Personal Information, conduct business analytics, and otherwise improve the safety, security, and performance of our Services.

3. How App Annie Discloses Your Information

Corporate Affiliates. App Annie may share your Information with App Annie's offices throughout the world, subject to this Privacy Policy. We may also share or receive information, including Personal Information, with, from and/or among affiliates.

Service Providers. We may share your information with our vendors, service providers, and other third parties that perform services on our behalf.

Third Party Partners. We will use your information, including information about the apps you have installed, the websites you visit, and your interactions with those apps and websites, to analyze trends about app usage, mobile web & demographic groups. We will aggregate your information with other information and share it in an anonymous and aggregated manner with our third party partners and publicly. We do not sell your Personal Information. Data security is a top priority for us and we have appropriate data security standards in place.

Advertising Partners. As described above, our third party advertising partners collect information about your activities on our Services in order to provide you with advertisements based upon your browsing activities and interests. For more information, please see the Cookies and Related Technologies section.

As Required by Law and Similar Disclosures. We may disclose information about you: (i) if we are required to do so by law, regulation, or legal process, such as a court order or subpoena; (ii) in response to requests by government agencies, such as law enforcement authorities; (iii) when we believe disclosure is necessary or appropriate to protect against or respond to physical, financial or other harm, injury, or loss to property; or (iv) in connection with an investigation of suspected or actual unlawful activity.

Merger, Sale, or Other Asset Transfers. App Annie may disclose your Personal Information to a potential or actual acquirer, successor, or assignee as part of any reorganization, merger, sale, joint venture, assignment, transfer or other disposition of all or any portion of our business, assets or stock (including in bankruptcy or similar proceedings).

Consent. App Annie may further disclose your Personal Information with your consent.

4. Transfer to Other Countries

If you are using the Services from regions with laws governing data collection and use, then please note that we may transfer of your Personal information to multiple countries throughout the world, including the United States. These countries may not have the same data protection laws as the country in which you initially provided the information. By providing your Personal Information to the Service, you consent to any transfer and processing in accordance with this Policy.

If you are located in the EEA or Switzerland, we comply with applicable data protection law when transferring your Personal Information outside of this area. In particular, we may transfer your Personal Information to countries for which adequacy decisions have been issued, use contractual protections for the transfer of Personal Information to our U.S. headquarters or third parties, such as the European Commission's Standard Contractual Clauses, or rely on third parties' certification to the EU-U.S. or Swiss-U.S. Privacy Shield frameworks, where applicable. You may contact us as specified below to obtain a copy of the safeguards we use to transfer Personal Information outside of the EEA.

5. Data Retention

We take measures to delete your Personal Information or keep it in a form that does not permit identifying you when this information is no longer necessary for the purposes for which we process it, unless we are required by law to keep this information for a longer period or such information is necessary to resolve disputes and enforce our agreements. When determining the retention period, we take into account various criteria, such as the type of products and services requested by or provided to you, the nature and length of our relationship with you, possible re-enrolment with our products or services, the impact on the services we provide if we delete some information from or about you, mandatory retention periods provided by law and the statute of limitations, and our use of your information for aggregate market research.

6. Our Commitment to Security

App Annie employs a variety of security technologies and procedures designed to help prevent unauthorized disclosure of, access to and use of Information that App Annie collects or receives. However, App Annie cannot guarantee the security of your Information. Our Data Security Policy can be found at <https://www.appannie.com/legal/security/>.

7. Children's Privacy

We do not knowingly collect, maintain, or use Personal Information from children under 16 years of age, and no part of the Service is directed to children under the age of 16. If you learn that your child has provided us with personal information without your consent, then you may alert us at b2c-support@appannie.com. If we learn that we have collected any Personal Information from children under 16, then we will promptly take steps to delete such information.

8. Do Not Track

Some web browsers incorporate a "Do Not Track" feature. Because there is not yet an accepted standard for how to respond to Do Not Track signals, our website does not currently respond to such signals.

9. Your Rights and Choices

Global Rights. Upon request, App Annie will provide you with information about whether we hold any of your Personal Information. You can update or correct Personal Information (e.g., your email address) by accessing your account. You can also access, rectify, or delete, your information by reaching out to us at b2c-support@appannie.com. Please note that we have the right to reject deletion requests that are unduly burdensome or repetitive or that cannot be honored in light of legal obligations or ongoing disputes, or where retention is necessary to enforce our agreements or protect our or another party's rights, property, safety, or security.

European Rights. If you are located in the European Economic Area or Switzerland, you may have the right to exercise your right to data portability to easily transfer your Personal Information to another company. In addition, you may also have the right to lodge a complaint with a supervisory authority, including in your country of residence, place of work or where an incident took place.

10. How to Contact Us

If you have any questions or concerns about this Privacy Policy or its implementation, you may contact App Annie via email (legal@appannie.com) or at the following address:

App Annie Legal Department
One Kearny Building
23 Geary Street, Suite 400/800
San Francisco, CA 94108
legal@appannie.com

App Annie's Data Protection Officer may be contacted via email (dpo@appannie.com) or at the following address:

App Annie Legal Department
ATTN: Milton Yates
One Kearny Building
23 Geary Street, Suite 400/800
San Francisco, CA 94108
dpo@appannie.com

If you are located in the EEA or Switzerland, App Annie, Inc., is the entity responsible for the processing of your Personal Information. If you have any questions about our privacy practices, or would like to exercise your rights in relation to your Personal Information, please contact App Annie using the contact information provided above.

11. Updates to this Privacy Policy

We will post any adjustments to this Privacy Policy on this page, and the revised version will be effective when it is posted. If we materially change the ways in which we use or share Personal Information previously collected from you through our Service, we will notify you through our Service, by email, or other communication.