

# **App Privacy Policy**

App respects your privacy rights and recognizes the importance of protecting any information collected about you. This Privacy Policy defines how App collects and uses personal and non-personal information in relation to the application ("App"). BY INSTALLING, USING OR OTHERWISE ACCESSING the App,

YOU AGREE TO THIS  
PRIVACY POLICY. IF  
YOU DO NOT AGREE  
TO THIS

PRIVACY POLICY,  
PLEASE DO NOT  
INSTALL, USE OR  
OTHERWISE ACCESS

App. App reserves the right  
to modify this

Privacy Policy as required;  
therefore please review it  
frequently. If App makes  
material or significant

changes to this Privacy Policy, App will notify you by means of a notice within the App. Your continued use of the App

will signify your acceptance of the changes to this Privacy Policy.

### **Personal Data:**

You agree that the personal profile

filled in by you in the App includes certain minimal

personal information required by the Company exclusively to meet its legitimate business purpose. Such personal information provided by the User may include phone numbers, photos, account names or other information that would

enable App to identify you. App hereby represent that it has implemented adequate technical and organizational

security measures of such standard as prescribed under applicable laws, regulations, rules, etc. in force, to protect the Personal Data against accidental or unlawful destruction or accidental loss, alteration, unauthorized disclosure or access and against all other unlawful forms of processing. If the App uses Third-Party services for

sharing Content generated using this app, the App would access

your basic data from such Third- Party

services needed for the authentication, Content sharing or other features provided by the Third- Parties, so however that, the App would not collect or use any personal data.

# **How we Protect Your Personal Information**

A. The security of your personal information is important to us. We have implemented reasonable administrative, technical, and physical security measures to protect against the unauthorized access, destruction or alteration of your information. Despite our best efforts, however,

no security measures are completely impenetrable.

## **Non-personal data:**

App may use tools or third-party analytical software to collect and use

certain non- personal data that does not enable

App to identify you. The types of non-personal data App may collect and use include, but are not limited to:



- (i) mobile device type.
- (ii) mobile device software version.
- (iii) geographical data no more accurate than metropolitan areas.
- (iv) total time of App usage and usage of filters.
- (v) other non-personal App data as reasonably required by the App to enhance its features. App may

use the collected Non-personal

data for purposes of analyzing usage of the app, managing and

providing App and to further develop App services and products.

### **Data Retention:**

App retains the information collected pursuant to this Privacy Policy only as long as necessary for legal or

regulatory reasons or for legitimate business purposes. If the collected information is no longer needed for purposes specified in this Privacy Policy, App on its own shall delete all aforementioned information in its possession, without the need to communicate such deletion to the user/s

concerned. **Third-Party  
Terms and Conditions:**

Please note that your  
access to and the ability to  
use App may be subject to  
certain third-party terms  
and conditions and privacy  
policies, including but not  
limited to application  
stores, mobile software  
platforms, on- line social  
sharing platforms, external  
data storage clouds and  
payment related service

providers, if any. You recognize and agree that the App is not liable for any such third-party terms and conditions and their use of your personal data, and that your access and use of the App is subject to such terms and conditions, and privacy policies of such third-parties.