

# Privacy Policy

Last updated May 2020

SmoothMobile, LLC and its affiliates and subsidiaries, meaning companies related by common ownership or control (collectively, “SmoothMobile, LLC”, “we”, “us”, “our”) respect your (the “user,” “you” or “your”) right to privacy and strive to maintain the confidentiality of your personal information. This Privacy Statement describes in greater detail our privacy practices for collecting and maintaining certain information collected about you. This Privacy Statement applies to all versions of the GIF Maker App (whether operating on iOS, Mac, Android or other platform), websites, products and related services.

We may change this Privacy Statement from time to time. If we make changes, we will notify you by revising the date at the top of the page. We require you to read and agree to this Privacy Statement when you download and install the GIF Maker App (the “App”). We encourage you to review the Privacy Policy whenever you access the App to create GIFs from recorded photos or videos on your phone, or otherwise interact with us via e-mail, post, telephone or any other means of communication.

## 1. Application of this Privacy Statement

This Privacy Statement (the “Privacy Policy”) applies to our App, products, and related services whether or not they link to this Privacy Policy. SmoothMobile, LLC is the responsible entity for all Personally Identifiable Information subject to this Privacy Policy for any services to users anywhere in the world.

## 2. Information We Collect

We generally do not collect Personally Identifiable Information from you. We may collect some limited information from you through the following channels:

- We do not store your pictures or videos on any of our servers, except if you choose to use the premium cloud backup feature to backup a specific GIF. If you choose to use this feature, GIFs are stored in Firebase cloud storage, and can only be accessed with a signed-in Google Account. We do not access, view, or transfer GIFs for any purpose and their only use is to be restored from backup by you.
- We cannot view your photo/video library remotely at any time.
- We may have your photos or videos in our temporary possession, locally within the app, for the limited purpose of generating GIFs. This may include

temporary access to metadata associated with the taking of photos or recording of videos. We do not store this information.

- We use Firebase and Kochava to collect statistics on how users use the App by documenting certain events like purchases, creation of GIFs, contact with technical support, and similar. This is aggregate user data and is not affiliated with any particular user.

- We use Firebase to collect statistics on where users are located, by country. This is aggregate user data and is not affiliated with any particular user.

- We use Kochava as an attribution platform to see how users who downloaded the App through an ad use the App, versus users who downloaded the App organically. This is for internal business purposes. This process may collect certain user device information such as device ID or IP address, but this data does not include personally identifiable information.

- We use a helpdesk platform that users can register on in order to submit any help tickets. We may access to users' e-mail address and any other information they elect to provide as part of help tickets. This information is only utilized for customer support, is stored only for recordkeeping and analytics purposes, and is not shared, subject to the exclusions below.

As indicated above, we may from time to time collect automatically-collected information when you access our services ("Usage Data"), such as browser information, link interaction with our products, Internet Protocol ("IP") address, and any other usage information collected from cookies and other tracking tools. We may also, when you enable location-based services, collect Global Positioning System (GPS) location data and/or motion data.

### **3. Information Disclosure**

We limit any sharing of information we have collected about you to certain narrow purposes. Your information may be shared for the following reasons only:

#### **TO COMPLY WITH LAWS OR TO PROTECT RIGHTS OF USERS**

If we believe the release of information about you is necessary to respond to a legal process, to investigate or remedy potential violations of our policies, or to protect the rights, property, or safety of others, we may share your information as permitted or required by any applicable law, rule, or regulation. This includes exchanging information with other entities for fraud protection and credit risk reduction.

#### **TO ASSIST THIRD-PARTY SERVICE PROVIDERS**

We may share your information with third parties that perform services for us or on our behalf, including payment processing, data analysis, e-mail delivery, hosting services, customer service, and marketing assistance.

## **TO PERFORM ANALYSIS AND MARKETING STRATEGIES WITH OTHER THIRD PARTIES**

We may share your information with advertisers and investors for the purpose of conducting general business analysis. We may also share your information with such third parties for marketing purposes, as permitted by law.

## **TO TRANSFER ASSETS IN THE EVENT OF SALE OR BANKRUPTCY**

If we reorganize or sell all or a portion of our assets, undergo a merger, or are acquired by another entity, we may transfer your information to the successor entity. If we go out of business or enter bankruptcy, your information would be an asset transferred or acquired by a third party. You acknowledge that such transfers may occur and that the transferee may decline to honor the commitments we've made in this Privacy Policy.

## **4. Our Stance on Contact with You**

We may from time to time contact you to remind you about something related to the App or to inform you of other great services we have in the works through “push notifications” or similar means. If you do not wish to receive notifications, you will be provided an “opt-out” option.

## **5. How We Keep Your Personal Information Safe**

We use administrative, technical, and physical security measures to help protect your information. While we have taken reasonable steps to secure the information you provide to us, please be aware that despite our efforts, no security measures are perfect or impenetrable, and no method of data transmission can be guaranteed against any interception or other type of misuse. Any information disclosed online is vulnerable to interception and misuse by unauthorized parties. Therefore, we cannot guarantee complete security if you provide us your information.

## **6. Policy Regarding Children**

We do not knowingly solicit information from or market to children under the age of 18 unless the children have been granted permission by their parents to use our App. If you become

aware of any data that we have collected from children under age 18, please contact us using the contact information provided below.

## **Contact Us**

For questions or concerns relating to privacy, we can be contacted by phone (201) 540-9825, or by mail to SmoothMobile, LLC, 340 Manchester Avenue, North Haledon, New Jersey 07508.