

**Privacy Policy**  
**Last Updated May 10, 2016**

We at SKIA, Inc. (“SKIA,” “we,” “us,” or “our”) have created this privacy policy (this “Privacy Policy”) because we know that you care about how information you provide to us is used and shared. This Privacy Policy relates to the information collection and use practices of SKIA in connection with our Site and App. By accessing and using our Site or App, or by clicking “I AGREE” upon registration, you are agreeing to the terms of this Privacy Policy and the accompanying Terms of Use. Capitalized terms not defined in this Privacy Policy shall have the meaning set forth in our Terms of Use.

**The Information We Collect**

In the course of operating the Site and App, we will collect (and/or receive) the following types of information. You authorize us to collect and/or receive such information.

1. Personal Information

When you sign up to become a Registered User, or when you sign up on the Site to receive updates and notices from SKIA, you will be required to provide us with personal information about yourself, such as your name, e-mail address, zip code, and Unique Identifiers; you will also provide us with Registered User Content which may include personally identifiable information. If you contact us, you will need to provide your name and e-mail address. Registered Users may provide identifiable information in other ways in the course of using the App. In addition, Registered Users may elect to use Facebook Connect or similar logins to automatically populate certain information on our registration page. If you use such third-party logins, you are authorizing SKIA to collect, store, and use, in accordance with this Privacy Policy, any and all information that you agreed that Facebook Inc. (“Facebook”) or such other third parties could provide to us through their application programming interface. For example, if you log in using Facebook, such information may include, without limitation, your first and last name, Facebook profile picture, unique Facebook identifier and access token, e-mail address, age range, gender, phone number, and whether the Facebook account in question has been identified. All information we collect and/or receive under this section is collectively called “Personal Information.” We do not collect any personal information from Registered Users when they use the App, unless they or a third party provides such information to us.

## 2. Environmental Information.

SKIA works by making snapshots of your environment. Some of the information that SKIA captures is sensitive to your location. However, it is your proximity and position in respect to other users and not your absolute location that SKIA cares about. Instead of storing the original location-sensitive information captured as part of your environment, SKIA stores only a specially crafted derivative. The derivative (a one-way locality-sensitive hash) is a sequence of otherwise meaningless numbers that can be used to compute your relative proximity and position with other users, but cannot by itself be used to recover your original location information. In order to provide these features and functionalities while you are using a mobile device, we may, with your consent, automatically collect environmental information as described above from your mobile device or wireless carrier and/or certain third-party service providers. Such information is collectively called the “Environmental Information.” Collection of such Environmental Information occurs whether or not the App is running on your mobile device. The App relies on Environmental Information to provide you with all of the features and functionality of the App. If you do not consent to the collection and use of Environmental Information as described in this Agreement, please do not download or use the App.

## 3. Geolocational Information.

Certain features and functionalities of the App access location information associated with individual media found on your device. In order to provide these features and functionalities while you are using a mobile device, we may, with your consent, automatically collect geolocational information associated with your media from your mobile device or wireless carrier and/or certain third-party service providers. Such information is collectively called the “Geolocational Information.” Collection of such Geolocational Information occurs whether or not the App is running on your mobile device. The App relies on Geolocational Information to provide you with all of the features and functionality of the App. If you do not consent to the collection and use of Geolocational Information as described in this Agreement, please do not download or use the App.

## 4. Other Information.

In addition to the information noted above, we may collect additional information (collectively, the “Other Information”). Such Other Information may include:

a. From You. Additional information about yourself that you voluntarily provide to us (e.g., via a survey), such as household income range, gender, product and service preferences, and other information that does not identify you personally.

b. From Your Activity. Information that we automatically collect when you use the Site or the App, including, without limitation:

- IP addresses, which may consist of a static or dynamic IP address and will sometimes point to a specific identifiable computer or device; browser type and language; referring and exit pages and URLs; date and time; amount of time spent on particular pages; what sections of the Site or App you visit; and similar data; and
- Information about your device, including the type of device; universally unique ID (“UUID”); advertising identifier (“IDFA”); MAC address; operating system and version (e.g., iOS, Android or Windows); carrier and country location; hardware and processor information (e.g., storage, chip speed, camera resolution, NFC enabled); network type (WiFi, 3G, 4G, LTE); and similar data.
- Metadata from the media, photo and video EXIF metadata tags, media file metadata, and various platform-specific metadata registries for the media to which you choose to give the App access. Media metadata that SKIA collects includes the date and time when each photo or video was taken, media byte size and dimensions, device and camera model, various media-specific characteristics (e.g., exposure), and Geolocation Information.

c. From Cookies. Information that we collect using “cookie” technology. Cookies are small packets of data that a website stores on your computer’s or mobile device’s hard drive so that your computer will “remember” information about your visit. We may use both session cookies (which expire once you close your web browser) and persistent cookies (which stay on your computer until you delete them) to help us collect Other Information and to enhance your experience using the Site and the App. If you do not want us to place a cookie on your hard drive, you may be able to turn that feature off on your computer or mobile device. Please consult your Internet browser’s documentation for information on how to do this and how to delete persistent cookies. However, if you decide not to accept cookies from us, the Site may not function properly.

d. Third-Party Analytics

We use third-party analytics services (such as Google Analytics) to evaluate your use of the Site and the App, compile reports on activity, collect demographic data, analyze performance metrics, and collect and evaluate other information relating to the Site and the App and mobile and Internet usage. These third parties use cookies and other technologies to help analyze and provide us the data. By accessing and using the Site or the App, you consent to the processing of data about you by these analytics providers in the manner and for the purposes set out in this Privacy Policy.

For more information on Google Analytics, including how to opt out from certain data collection, please visit <https://www.google.com/analytics>. Please be advised that if you opt out of any service, you may not be able to use the full functionality of the Site or the App.

e. From Other Sources. We also may collect or receive information from third parties, such as Facebook and/or other third-party social media sites.

### **Accessing and Modifying Personal Information and Communication Preferences**

If you have registered for the App, you may access, review, and make changes to some of your Personal Information and certain Other Information by following the instructions found on the App. In addition, you may manage your receipt of marketing and non-transactional communications by clicking on the “unsubscribe” link located on the bottom of any SKIA marketing email. Registered Users cannot opt out of receiving transactional e-mails related to their account. We will use commercially reasonable efforts to process such requests in a timely manner. You should be aware, however, that it is not always possible to completely remove or modify information in our subscription databases.

### **How We Use and Share the Information**

We use the Personal Information, the Environmental Information, the Geolocations Information and the Other Information (collectively, the “Information”) to provide our services; to maintain and improve our Site, App and services to you; to solicit your feedback; and to inform you about our products and services and those of our third-party marketing partners.

We may also use and/or share Information as described below.

- SKIA will access, use, and share the Information as required to provide our services to you. We may also do so to administer any SKIA promotional or marketing programs, including, without limitation, businesses participating in our various programs.
- With your permission, third-party applications or services may access your Personal Information. We use standard OAuth (open authorization) to enable you to give permission to share your Personal Information with other websites and services, such as Facebook and Twitter (e.g., when you agree to a pop-up requesting you to allow another application to access your account information). We also use OAuth to allow us to share information about you that is stored by us without sharing your security credentials.
- We may employ other companies and individuals to perform functions on our behalf. Examples may include providing technical assistance, order fulfillment, customer service, and marketing assistance. These other companies will have access to the Information only as necessary to perform their functions and to the extent permitted by law.
- In an ongoing effort to better understand our Registered Users and our products and services, we may analyze Information in aggregate form in order to operate, maintain, manage, and improve the Site, App and/or our products and services. This aggregate information does not identify you personally. We may share this aggregate data with our affiliates, agents, and business partners. We may also disclose aggregated user statistics in order to describe our products and services to current and prospective business partners and to other third parties for other lawful purposes.
- We may share some or all of your Information with any of our parent companies, subsidiaries, joint ventures, or other companies under common control with us.
- As we develop our businesses, we might sell or buy businesses or assets. In the event of a corporate sale, merger, reorganization, sale of assets, dissolution, or similar event, the Information may be part of the transferred assets.
- To the extent permitted by law, we may also disclose the Information: (i) when required by law, court order, or other government or law enforcement authority or regulatory agency; or (ii) whenever we believe that disclosing such Information is

necessary or advisable, for example, to protect the rights, property, or safety of SKIA or others.

### **Information You Share**

Please keep in mind that, by uploading Registered User Content (e.g. by sharing your media with other App users or those who have not yet downloaded the App), or by otherwise interacting with the App, you will often be making your Personal Information available to third parties. Whenever you make such Personal Information publically available, that information can be seen, collected, heard, and/or used by others besides us. We cannot be responsible for any unauthorized third-party use of such information, and this Privacy Policy does not apply to any Information that you share in such a way.

### **How We Protect the Information**

We take commercially reasonable steps to protect the Information from loss, misuse, and unauthorized access, disclosure, alteration, or destruction. Please understand, however, that no security system is impenetrable. We cannot guarantee the security of our databases, nor can we guarantee that the Information that you supply will not be intercepted while being transmitted to and from us over the Internet. In particular, e-mail sent to or from the Site or App may not be secure, and you should therefore take special care in deciding what information you send to us via e-mail.

### **Important Notice to Non-U.S. Residents**

It is important to note that the Site and the App and its servers are operated in the United States. If you are located outside of the United States, please be aware that any Information you provide to us will be transferred to the United States or another jurisdiction where privacy laws may not be as protective of your information as in your own jurisdiction. By using the Site or App and by providing us Information when using our services, you hereby irrevocably consent to this transfer and our use of the Information and data provided by you in accordance with this Privacy Policy.

### **Children**

We do not knowingly collect Personal Information from children under the age of 13 through the Site or App. If you are under 13, please do not give us any Personal Information. We encourage parents and legal guardians to monitor their children's Internet usage and to help enforce our Privacy Policy by instructing their children to

never provide Personal Information through the Site or App without their permission. If you have reason to believe that a child under the age of 13 has provided Personal Information to us, please contact us, and we will endeavor to delete that information from our databases.

### **California Residents**

Under California Civil Code Section 1798.83, California residents who have an established business relationship with SKIA may choose to opt out of our sharing your Personal Information with third parties for direct marketing purposes. If you are a California resident and (1) you wish to opt out; or (2) you wish to request certain information regarding our disclosure of your Personal Information to third parties for the direct marketing purposes, please send an e-mail to [privacy@skia.mobi](mailto:privacy@skia.mobi) with "PRIVACY POLICY" in the subject line.

SKIA does not monitor, recognize, or honor any behavioral advertising opt-out or do not track mechanisms, including general web browser "Do Not Track" settings and/or signals.

### **External Websites**

The Site and App may contain links to third-party websites. We have no control over the privacy practices or the content of any of our business partners, advertisers, sponsors, or other websites to which we provide links. As such, we are not responsible for the content or the privacy policies of those third-party websites. You should check the applicable third-party privacy policy and terms of use when visiting any other websites.

### **Changes to This Privacy Policy**

This Privacy Policy is effective as of the date stated at the top of this Privacy Policy. We may change this Privacy Policy from time to time. By accessing the Site or App and/or using our services after we make any such changes to this Privacy Policy, you are deemed to have accepted such changes. Please be aware that, to the extent permitted by applicable law, our use of the Information is governed by the Privacy Policy in effect at the time we collect the Information. Please refer back to this Privacy Policy on a regular basis.

### **How to Contact Us**

If you have questions about this Privacy Policy, please contact us via e-mail at [privacy@skia.mobi](mailto:privacy@skia.mobi) with "PRIVACY POLICY" in the subject line.