

## Rapchat Privacy Policy

This Privacy Policy is incorporated by this reference into the Terms of Service located at <https://www.rapchat.me/terms>. All other terms not defined in this Privacy Policy will have the meanings set forth in the Terms of Service. As you use our services, we want to be clear how we are using information and the ways in which you can protect your privacy.

Our Privacy Policy explains:

- What information we collect and why we collect it;
- How we use that information; and
- The ways we may disclose that information.

As used in this Privacy Policy, “Personal Information” means information that alone or when in combination with other information may be used to readily identify, contact, or locate you, such as your name, address, email address, or phone number. We do not consider Personal Information to include information that has been aggregated and/or de-identified so that it does not allow a third party to easily identify a specific individual.

### Information Rapchat Collects

We collect information to provide better services to all of our users. We collect information, including Personal Information, when you:

- Register to use the Service;
- Log in with social networking credentials;
- Submit information to us when you use the Service; and
- Communicate with us.

We also collect information, such as anonymous usage statistics, by using cookies, server logs, and other similar technology as you use the Service.

- **Personal Information Collection.** You may browse the public-facing portions of the Service without registering a Rapchat Account. If you register an account with us to use the Service, then you must provide us with certain Personal Information.
- **Social Media.** We may collect Personal Information from a social media website when you use your social media accounts in connection with the Service. For example, when using your Twitter or Facebook account in connection with the Service, we may collect Personal Information you have made publicly available on those websites, such as your user name and profile picture. We may also obtain other non-public information with your permission.
- **Using the Service.** We collect information that you post to the Service. For example, when you post comments, a short biography or User Generated Content (“UVG(s)”) on the Service, we will collect the information you include in these submissions, including any Personal Information.
- **Messages.** We collect and process information you provide, including any Personal Information, in the context of composing, sending, or receiving messages through our Service’s messaging functionality, and we may collect information about your use of our messaging functionality.

Please be aware that messages sent to other users of our Service will be accessible by those other users and that we are not responsible for the manner in which those users use or disclose messages.

- **Location Information.** We collect information about your location if you grant us permission to do so. If you change your mind and do not want us to collect your location information, then you can choose to hide your location under the “Settings” view within the Rapchat mobile application.
- **Customer Support.** We collect all information that you provide to us, including any Personal Information, when you contact us for customer-support purposes.
- **Cookies, Automatic Data Collection, and Related Technologies.** The Service collects and stores information that is generated automatically as you use it, including your preferences and anonymous usage statistics. When you visit the Service, we and our third-party service providers receive and record information on our server logs from your browser, including your IP address, and from cookies and similar technology. Cookies are small text files containing a string of alphanumeric characters. We may use both session cookies and persistent cookies. A session cookie disappears after you close your browser. A persistent cookie remains after you close your browser and may be used by your browser on subsequent visits to the Service. Please review your web browser “Help” file to learn the proper way to modify your cookie settings. Please note that if you delete, or choose not to accept, cookies from the Service, you may not be able to utilize the features of the Service to their fullest potential. We may use third party cookies on our Service as well. For instance, we use Google Analytics and other analytics platforms such as Flurry and Amplitude to collect and process certain analytics data. Google provides some additional privacy options described at [www.google.com/policies/privacy/partners/](http://www.google.com/policies/privacy/partners/) regarding Google Analytics cookies. By using the Service, you are authorizing us to gather, parse, and retain data related to the provision of the Service.

## How Rapchat Uses Your Information

We use Personal Information to facilitate and improve our Service and to communicate with you. We may use de-identified and aggregated information for any lawful purpose, include for marketing purposes.

- **Internal and Service-Related Usage.** We use information, including Personal Information, for internal and Service-related purposes and may provide it to third parties to allow us to provide and improve the Service.
- **Communications.** We may send email to the email address you provided to us (a) for customer service related purposes, (b) to provide you with updates or information relating to the Service, including promotions and other opportunities, or (c) for enforcement of the Terms of Service or this Privacy Policy.
- **Aggregate Data.** We may de-identify and aggregate information collected through the Service and use it for any lawful purpose.

## Rapchat May Disclose Your Information

We may share your information with our third-party service providers, to comply with legal obligations, to protect and defend our rights and property and the rights, property and safety of our users, and with your permission.

We do not rent, sell, or share Personal Information about you with other people or nonaffiliated companies for their direct marketing purposes, unless we have our permission.

- **We Use Vendors and Service Providers.** We share any information we receive with vendors and service providers retained in the connection with the provision of the Service.
- **Social Networking and Other Websites.** The Service may allow you to share information, including Personal Information, with social networking and other websites, such as Twitter, Facebook and SoundCloud. We do not share Personal Information with these social networking sites unless you direct the Service to share your Personal Information. The use of your Personal Information by any social networking or other websites will be governed by their privacy policies, and you may be able to modify your privacy settings on their websites.
- **User Content and Information.** User content you post to the Service, such as UGCs, comments and your short biography, will be displayed on the Service and viewable by other users. In addition, your profile information, such as any photograph of you and your user name, will also be searchable and accessible by other users. We are not responsible for the privacy practices of the other users who will view and use this information, so you should carefully consider whether to post any user content on the service or how to identify yourself on the Service. You should not disclose your home address or the address of your place of business, school or other locations you frequent on a regular basis in any user content.
- **Marketing.** We do not rent, sell, or share Personal Information about you with other people or nonaffiliated companies for their direct marketing purposes, unless we have your permission.
- **Location Information.** We may share your location information with other users by tagging your UGCs with your location and by adding your location into your biography.
- **Legal and Similar Disclosures.** We may access, preserve, and disclose your information if we believe doing so is required or appropriate to (a) meet any applicable law, regulation, legal process or enforceable governmental request; (b) enforce applicable Terms of Service; (c) detect, prevent, or otherwise address fraud, security or technical issues; or (d) protect against harm to the rights, property or safety of Rapchat, our users or the public as required or permitted by law.
- **Merger, Sale, or Other Asset Transfers.** If we are involved in a merger, acquisition, financing due diligence, reorganization, bankruptcy or liquidation where the business will not continue as a going concern, receivership, sale of Rapchat's assets, or transition of the Service to another provider, then your information may be sold or transferred as a part of such transaction as permitted by law and/or contract. The use of your Personal Information following any of these events will be governed by the provisions of this Privacy Policy in effect at the time the applicable Personal Information was collected.
- **Consent.** We may also disclose your Personal Information with your permission.

## Security of Your Information

We take steps to ensure that your information is treated securely and in accordance with this Privacy Policy. Unfortunately, the Internet cannot be guaranteed to be 100% secure, and we cannot ensure or

warrant the security of any information you provide to us. We do not accept liability for unintentional access, use or disclosure.

## **Children's Policy**

We do not knowingly collect information from children under the age of 13 and we do not want it. We will take steps to delete it if we learn we have collected it. We do not knowingly collect, maintain, or use Personal Information from children under 13 years of age, and no part of the Service is directed to children under the age of 13. If you learn that your child has provided us with Personal Information without your consent, then you may alert us at [privacy@rapchat.me](mailto:privacy@rapchat.me). If we learn that we have collected any Personal Information from children under 13, then we will promptly take steps to delete such information and terminate the child's account.

## **International Users**

By using the Service, you will transfer data to the United States. By choosing to visit the Service or otherwise provide information to us, you agree that any dispute over privacy or the terms contained in this Privacy Policy will be governed by the laws of the State of Ohio and the adjudication of any disputes arising in connection with Rapchat or the Service will be in accordance with the Terms of Service located at <https://www.rapchat.me/terms>.

**If you are visiting the service from the European Union or other regions with laws governing data collection and use, then please note that you are agreeing to the transfer of your information to the United States and processing globally. By providing your information to the Service, you consent to an transfer and processing in accordance with this Privacy Policy.**

## **Update Your Information or Pose a Question or Suggestion**

If you would like to update or correct any information that you have provided to us through your use of the Service or otherwise, or if you have a suggestion for improving this Privacy Policy, then please send an e-mail to [privacy@rapchat.me](mailto:privacy@rapchat.me).

## **Changes to Our Privacy Policy and Practices**

We may revise this Privacy Policy from time to time at our sole discretion, so please review it periodically.

- **Posting of Revised Privacy Policy.** We will post any adjustment to the Privacy Policy on this web page, and the revised version will be effective when it is posted. If you are concerned about how your information is used, then bookmark this page and read this Privacy Policy periodically.
- **New Uses of Personal Information.** From time to time, we may desire to use Personal Information for uses not previously disclosed in our Privacy Policy. If our practices change regarding previously collected Personal Information in a way that would be materially less restrictive than stated in the version of this Privacy Policy in effect at the time we collected the information, then we will make reasonable efforts to provide notice and obtain consent to any such uses as may be required by law.

**Contact Information**

[privacy@rapchat.me](mailto:privacy@rapchat.me)

**Dated: June 13, 2016**