

Privacy Policy For Mobile Application

Effective Date: 10/31/2020

Applicable To The Following Mobile Application:

MemexD

Privacy Policy

Pi.14 Technoworld Ventures Private Limited built the MemexD app as an Ad Supported app. This SERVICE is provided by Pi.14 Technoworld Ventures Private Limited at no cost and is intended for use as is.

This page is used to inform visitors regarding our policies with the collection, use, and disclosure of Personal Information if anyone decided to use our Service.

If you choose to use our Service, then you agree to the collection and use of information in relation to this policy. The Personal Information that we collect is used for providing and improving the Service. We will not use or share your information with anyone except as described in this Privacy Policy.

Article 1 - DEFINITIONS:

a) **APPLICABLE MOBILE APPLICATION:** This Privacy Policy will refer to and be applicable to the Mobile App listed above, which shall hereinafter be referred to as "Mobile App"

b) **EFFECTIVE DATE:** "Effective Date" means the date this Privacy Policy comes into force and effect.

c) **PARTIES:** The parties to this privacy policy are the following data controller: Daksh Bhatia ("Data Controller") and you, as the user of this Mobile App. Hereinafter, the parties will individually be referred to as "Party" and collectively as "Parties."

d) **DATA CONTROLLER:** Data Controller is the publisher, owner, and operator of the Mobile App and is the Party responsible for the collection of information described herein. Data Controller shall be referred to either by Data Controller's name or "Data Controller," as listed above. If Data Controller or Data Controller's property shall be referred to through first-person pronouns, it shall be through the use of the following: us, we, our, ours, etc.

e) YOU: Should you agree to this Privacy Policy and continue your use of the Mobile App, you will be referred to herein as either you, the user, or if any second-person pronouns are required and applicable, such pronouns as 'your', 'yours', etc.

f) PERSONAL DATA: "Personal DATA" means personal data and information that we obtain from you in connection with your use of the Mobile App that is capable of identifying you in any manner.

Article 2 - GENERAL INFORMATION:

This privacy policy (hereinafter "Privacy Policy") describes how we collect and use the Personal Data that we receive about you, as well as your rights in relation to that Personal Data, when you visit our Mobile App and interact with it in any way, including passively.

This Privacy Policy does not cover any information that we may receive about you through sources other than the use of our Mobile App. The Mobile App may link out to other websites or mobile applications, but this Privacy Policy does not and will not apply to any of those linked websites or applications.

We are committed to the protection of your privacy while you use our Mobile App.

By continuing to use our Mobile App, you acknowledge that you have had the chance to review and consider this Privacy Policy, and you acknowledge that you agree to it. This means that you also consent to the use of your information and the method of disclosure as described in this Privacy Policy. If you do not understand the Privacy Policy or do not agree to it, then you agree to immediately cease your use of our Mobile App.

Article 3 -CONTACT:

The Party responsible for the processing of your personal data is as follows: Daksh Bhatia. The Data Controller may be contacted as follows:

Daksh Bhatia

Email : memexd.pi.14@gmail.com

The Data Controller and operator of the Mobile App are one and the same.

Article 4 - LOCATION:

The location where the data processing activities take place is as follows:

India

Article 5 - MODIFICATIONS AND REVISIONS:

We reserve the right to modify, revise, or otherwise amend this Privacy Policy at any time and in any manner. If we do so, however, we will notify you and obtain your consent to the change in processing. Unless we specifically obtain your consent, any changes to the Privacy Policy will only impact the information collected on or after the date of the change. It is also your responsibility to periodically check this page for any such modification, revision or amendment.

Article 6 - THE PERSONAL DATA WE RECEIVE FROM YOU:

Depending on how you use our Mobile App, you will be subject to different types of Personal Data collected and different manners of collection:

a) Registered users: You, as a user of the Mobile App, may be asked to register in order to use the Mobile App in a legal manner.

During the process of your registration, we will collect some of the following Personal Data from you through your voluntary disclosure:

- Name
- Email Address
- Date of birth
- Gender
- Phone number (optional)

Personal Data may be asked for in relation to:

I) Interaction with our representatives in any way.

II) receiving notifications by text message or email about marketing.

III) receiving general emails and newsletters from us.

IV) commenting on our content or other user-generated content on our Mobile App, such as memes, blogs, articles, photographs or videos, or participating in our forums, bulletin boards, chat rooms or other similar features

V) Or the following other forms of participation:

- For making memes
- For watching memes on the feed

By undergoing the registration process, you consent to us collecting your Personal Data, including the Personal Data described in this clause, as well as storing, using or disclosing your Personal Data in accordance with this Privacy Policy.

b) Unregistered users: If you are a passive user of the Mobile App and do not register at all, you may still be subject to certain passive data collection ("Passive Data Collection"). Such Passive Data Collection may include through cookies, as described below, IP address information, location information, and certain browser data, such as history and/or session information.

c) All users: The Passive Data Collection that applies to Unregistered users shall also apply to all other users and/or visitors of our Mobile App.

d) Email Marketing: You may be asked to provide certain Personal Data, such as your name and email address, for the purpose of receiving email marketing communications. This information will only be obtained through your voluntary disclosure and you will be asked to affirmatively opt-in to email marketing communications.

e) User Experience: From time to time we may request information from you to assist us in improving our Mobile App, such as demographic information or your particular preferences.

f) Content Interaction: Our Mobile App may allow you to like/comment on the content that we provide or the content that other users provide, such as memes, blogs, multimedia, or forum posts. If so, we may collect some Personal Data from you at that time, such as, but not limited to, username or email address.

g) Combined or Aggregated Information: We may combine or aggregate some of your Personal Data in order to better serve you and to better enhance and update our Mobile App for your and other consumers' use.

Article 7 - THE PERSONAL DATA WE RECEIVE AUTOMATICALLY:

Information Collection and Use

For a better experience, while using our Service, we may require you to provide us with certain personally identifiable information, including but not limited to Name, Photo, Date of Birth, Phone Number. The information that we request will be retained by us and used as described in this privacy policy.

The app does use third party services that may collect information used to identify you.

Link to privacy policy of third-party service providers used by the app

- Google Play Services
- AdMob
- Google Analytics for Firebase
- Firebase Crashlytics

- Log Data

We want to inform you that whenever you use our Service, in a case of an error in the app we collect data and information (through third party products) on your phone called Log Data. This Log Data may include information such as your device Internet Protocol (“IP”) address, device name, operating system version, the configuration of the app when utilizing our Service, the time and date of your use of the Service, and other statistics.

Cookies

Cookies are files with a small amount of data that are commonly used as anonymous unique identifiers. These are sent to your browser from the websites that you visit and are stored on your device's internal memory.

This Service does not use these “cookies” explicitly. However, the app may use third party code and libraries that use “cookies” to collect information and improve their services. You have the option to either accept or refuse these cookies and know when a cookie is being sent to your device. If you choose to refuse our cookies, you may not be able to use some portions of this Service.

Log Data: Like all websites and mobile applications, this Mobile App also makes use of log files that store automatic information collected during user visits. The different types of log data could be as follows:

- internet protocol (IP) address;
- type of browser and device parameters used to connect to the Mobile App;
- name of the Internet Service Provider (ISP);
- date and time of visit;
- web page of origin of the user (referral) and exit;
- possibly the number of clicks.

The aforementioned information is processed in an automated form and collected in an exclusively aggregated manner in order to verify the correct functioning of the site, and for security reasons. This information will be processed according to the legitimate interests of the Data Controller.

For security purposes (spam filters, firewalls, virus detection), the automatically recorded data may also possibly include Personal Data such as IP address, which could be used, in accordance with applicable laws, in order to block attempts at damage to the Mobile App or damage to other users, or in the case of harmful activities or crime. Such data are never used for the identification or profiling of the user, but only for the protection of the Mobile App and our users. Such information will be treated according to the legitimate interests of the Data Controller.

Article 8 - THIRD PARTIES:

We may utilize third-party service providers ("Third-Party Service Providers"), from time to time or all the time, to help us with our Mobile App, and to help serve you.

We may use Third-Party Service Providers to assist with information storage (such as cloud storage).

We may provide some of your Personal Data to Third-Party Service Providers in order to help us track usage data, such as referral websites, dates and times of page requests, etc. We use this information to understand patterns of usage of, and to improve, the Mobile App.

We may use Third-Party Service Providers to host the Mobile App. In this instance, the Third-Party Service Provider will have access to your Personal Data.

We may use Third Party Service Provider for advertising services.

We may allow third parties to advertise on the Mobile App. These third parties may use cookies in connection with their advertisements (see the "Cookies" clause in this Privacy Policy).

Some of our Third-Party Service Providers may be located outside of the India and may not be subject to Indian privacy laws. The countries or regions in which our Third-Party Service Providers may be located include:

India

We only share your Personal Data with a Third-Party Service Provider if that provider agrees to our privacy standards as set out in this Privacy Policy.

Notwithstanding the other provisions of this Privacy Policy, we may provide your Personal Data to a third party or to third parties in order to protect the rights, property or safety, of us, our customers or third parties, or as otherwise required by law.

We will not knowingly share your Personal Data with any third parties other than in accordance with this Privacy Policy.

If your Personal Data might be provided to a third party in a manner that is other than as explained in this Privacy Policy, you will be notified. You will also have the opportunity to request that we not share that information.

In general, you may request that we do not share your Personal Data with third parties. Please contact us via email, if so. Please be advised that you may lose access to certain services that we rely on third-party providers for.

Article 9 - HOW PERSONAL DATA IS STORED:

We use secure physical and digital systems to store your Personal Data when appropriate. We ensure that your Personal Data is protected against unauthorized access, disclosure, or destruction.

Please note, however, that no system involving the transmission of information via the internet, or the electronic storage of data, is completely secure. However, we take the protection and storage of your Personal Data very seriously. We take all reasonable steps to protect your Personal Data.

The systems that we use to store your information include but are not limited to:

Data team have access to data

Personal Data is stored throughout your relationship with us. We delete your Personal Data upon request for cancellation of your account or other general request for the deletion of data.

In the event of a breach of your Personal Data, you will be notified in a reasonable time frame, but in no event later than two weeks, and we will follow all applicable laws regarding such breach.

Article 10 - PURPOSES OF PROCESSING OF PERSONAL DATA:

We primarily use your Personal Data to help us provide a better experience for you on our Mobile App and to provide you the services and/or information you may have requested, such as use of our Mobile App.

Information that does not identify you personally, but that may assist in providing us broad overviews of our customer base, will be used for market research or marketing efforts. Such information may include, but is not limited to, interests based on your cookies.

Personal Data that may be considering identifying may be used for the following:

- a) Improving your personal user experience
- b) Communicating with you about your user account with us
- c) Marketing and advertising to you, including via email
- d) Providing customer service to you
- e) Advising you about updates to the Mobile App or related Items

Article 11 - DISCLOSURE OF PERSONAL DATA:

Although our policy is to maintain the privacy of your Personal Data as described herein, we may disclose your Personal Data if we believe that it is reasonable to do so in certain cases, in our sole and exclusive discretion. Such cases may include, but are not limited to:

- a) To satisfy any local, state, or Federal laws or regulations
- b) To respond to requests, such discovery, criminal, civil, or administrative process, subpoenas, court orders, or writs from law enforcement or other governmental or legal bodies
- c) To bring legal action against a user who has violated the law or violated the terms of use of our Mobile App
- d) As may be necessary for the operation of our Mobile App
- e) To generally cooperate with any lawful investigation about our users
- f) If we suspect any fraudulent activity on our Mobile App or if we have noticed any activity which may violate our terms or other applicable rules

Article 12 - CHILD ACCESS:

Another part of our priority is adding protection for children while using the internet. We encourage parents and guardians to observe, participate in, and/or monitor and guide their online activity.

These Services do not address anyone under the age of 13. MemexD does not knowingly collect any Personal Identifiable Information from children under the age of 13. If you think that your child provided this kind of information on our mobile application, we strongly encourage you to contact us immediately and we will do our best efforts to promptly remove such information from our records.

We do not require children to disclose any further information than is reasonably necessary to interact with our Mobile App.

Parents or guardians of minor children may review the Personal Data of their child and have it deleted at their request. They may also agree to collection and use of information, without consenting to disclosure to any other party. They may also refuse to permit any further collection or use of such information by sending us an email at contact.memexd@gmail.com.

Otherwise, information collected from children in accordance with this clause is collected, used and if applicable, disclosed, in accordance with the general provisions of this Privacy Policy.

Article 13 - PUBLIC INFORMATION:

We may allow users to post their own content or information publicly on our Mobile App. Such content or information may include, but is not limited to, photographs, status updates, blogs, articles, or other personal snippets. Please be aware that any such information or content that you may post should be considered entirely public and that we do not purport to maintain the privacy of such public information.

Article 14 - OPTING OUT OF TRANSMITTALS FROM US:

From time to time, we may send you informational or marketing communications related to our Mobile App such as announcements or other information. If you wish to opt-out of such communications, you may contact the following email: contact.memexd@gmail.com .

Please be advised that even though you may opt-out of such communications, you may still receive information from us that is specifically about your use of our Mobile App or about your account with us.

By providing any Personal Data to us, or by using our Mobile App in any manner, you have created a commercial relationship with us. As such, you agree that any email sent from us or third-party affiliates, even unsolicited email, shall specifically not be considered SPAM, as that term is legally defined.

Article 15 - MODIFYING, DELETING, AND ACCESSING YOUR INFORMATION:

If you wish to modify or delete any information we may have about you, or you wish to simply access any information we have about you, you may do so from your account settings page.

Article 16 - ACCEPTANCE OF RISK:

By continuing to our Mobile App in any manner, use the Product, you manifest your continuing asset to this Privacy Policy. You further acknowledge, agree and accept that no transmission of information or data via the internet is not always completely secure, no matter what steps are taken. You acknowledge, agree and accept that we do not guarantee or warrant the security of any information that you provide to us, and that you transmit such information at your own risk.

Article 17 - YOUR RIGHTS:

You have many rights in relation to your Personal Data. Specifically, your rights are as follows:

- the right to be informed about the processing of your Personal Data
- the right to have access to your Personal Data
- the right to update and/or correct your Personal Data
- the right to portability of your Personal Data
- the right to oppose or limit the processing of your Personal Data
- the right to request that we stop processing and delete your Personal Data
- the right to block any Personal Data processing in violation of any applicable law
- the right to launch a complaint with the Indian Judiciary Institutes .

Such rights can all be exercised by contacting us at the relevant contact information listed in this Privacy Policy.

Article 18 - CONTACT INFORMATION:

If you have any questions about this Privacy Policy or the way we collect information from you, or if you would like to launch a complaint about anything related to this Privacy Policy, you may contact us at the following email address: contact.memexd@gmail.com