



IMPRESS.LY MOBILE PRIVACY STATEMENT

Last modified September 3, 2015

The privacy of all of our users is very important to Impress.ly and the Impress.ly App-builders (the "App-owner"). This Mobile Privacy Statement describes how your Personal Data (as defined below) may be collected, processed, used and/or disclosed when you use or access the mobile app or mobile site and its related services (collectively, the "App"). "Personal Data" shall mean any data that directly or indirectly identifies a natural pebile Privacy Statement applies to all apps built using Impress.ly's app-building software. We recommend that you read this statement carefully. Terms that are not defined in this Mobile Privacy Statement shall have the meaning set forth in Impress.ly's Terms & Conditions, which are available at www.impress.ly.

1. Who is Impress.ly?

The Impress.ly Service (the "Service") and www.impress.ly (the "Website") are operated by AppMachine B.V. doing business as Impress.ly ("Impress.ly"). AppMachine is a private limited liability company created in accordance with Dutch laws, having its registered office at Abe Lenstra boulevard 44, 8848 JB in Heerenveen, The Netherlands. If you have any questions about this Mobile Privacy Statement, please email us at support@Impress.ly

2. Who are Impress.ly App-builders (App-owner)?

App-owners are individual persons or companies that use the Impress.ly Service to build Apps for users like you. Impress.ly is not responsible for the actions of App-owners and hereby disclaims all responsibility or liability related to their actions, omissions and/or policies.

3. Type of Personal Data collected and stored by the App

A. Personal Data by using our Service

In order to improve the Service, Impress.ly and App-owners may use non-personally identifiable (i.e., anonymous) data. This information is not available to the public through the Service.

B. Automatically generated information

Like most other websites and online services, Impress.ly and App-owners gather and process automatically generated information about how you use the App. The information gathered includes your IP-address and/or a unique device ID.

If you specifically opt-in, the App may collect your geo-location information. In any event, you can block geo-location collection through the settings of your mobile device.

If you specifically opt-in to permit access and collection of information from your social network account, then your basic personal information in your social network account will be collected (such as your name and email address) as well as your social network user id (but not your password) and parameters related to the posts you shared through the App. Please review each social network's privacy policy for more details on how you can set the privacy preferences of your account to control the information that may be accessed and retrieved.

Impress.ly and App-owners also collect automatically generated information about how you use the App. This kind of information helps us to better understand how the App is used, and how we can improve the Service to suit your needs as a user. If you enable the user authorization features inside



the App, the following additional information will be stored:

- Name;
- Email address;
- Age range (optional);
- Gender (optional);
- Phone number (optional); as well as
- Additional profile information that may be returned by an external provider such as Facebook or LinkedIn.

To provide the App-owner with information about the usage of the App we also collect the following information on an anonymous basis (provided, however, that if the user authorization features are enabled we are able to link the anonymous information to the user once they login):

- The moment you open the app;
- The blocks you have open inside the app and the amount of time you spend in each block;
- Your actions, such as music playback, opening urls etc.;
- The moment you leave the app.

C. **Specific information**

The App-owner may ask you to engage in certain activities in the App, such as a loyalty-card program, newsletters, or advertising, in which case you will be asked for certain personal information. This information will be stored in the databases of Impress.ly and will be shared with the App-owner.

When you upload data, including photos in the App, they will be shared and can be viewed by all other users of the App.

4. **For what purposes do Impress.ly and/or App-owners process Personal Data?**

A. **Purposes**

Impress.ly and/or App-owners may process Personal Data for the following purposes:

- to enable you to use the Service;
- to keep you updated with relevant information about our Service;
- to inform you about Impress.ly's other products or services;
- to improve and/or customize the Service;
- to identify you/or customize the Service according to your preferences;
- to identify you in order to prevent fraud;
- to provide support; and
- to pass your Personal Data to third parties, if you authorize Impress.ly or the App-owners do so, or if Impress.ly or the App-owners are legally obligated to do so.

B. **Transmission of Personal Data to Third Parties**

Neither Impress.ly nor the App-owners sell, trade or rent your Personal Data to third parties without your prior consent. However, Impress.ly and/or the App-owners may provide your Personal Data to third parties as required to provide the Service or App to you, or for carrying out your instructions, such as for making payments.

In addition, Impress.ly and/or the App-owners may provide aggregated anonymous data (which is data that cannot be traced back to you) to third parties regarding the usage of the Service by App-users to better understand how users use the Service or App.



In the event that Impress.ly or any part of its business is transferred to a third party, or if Impress.ly merges with a third party, or undergoes a reorganization, your Personal Data may be disclosed and/or transferred to that third party without your consent. Such third party will have the right to continue to use your Personal Data and other information that you provided to Impress.ly in accordance with this privacy policy.

Impress.ly and/or the App-owners may disclose your Personal Data where it believes, in good faith, that it is necessary to comply with a court order, ongoing judicial proceeding, criminal or civil subpoena, or other legal process or request by law enforcement authorities or to exercise its legal rights or defend itself against legal claims.

5. Where are the Personal Data processed?

The Service is provided by using hosting services of Amazon and/or Microsoft located in a countries outside the European Economic Area (EEA), such as the United States of America. Amazon and Microsoft state that they adhere to the Safe Harbor principles and are certified with the Safe Harbor program of the U.S. Department of Commerce. You agree to the processing outside the EEA.

6. What security measures are in place to protect Personal Data?

The security of your Personal Data is very important to Impress.ly. We have implemented technical and organizational measures to protect your Personal Data against loss and unlawful processing, including without limitation, the following measures: protection of our servers by firewalls, SSL connections and encryption of sensitive data.

Measures are implemented to secure your Personal Data, to minimize the risks of damage, loss of information and unauthorized access or use of information. However, these measures are unable to provide absolute information security. Therefore, although efforts are made to secure your Personal Data, it is not guaranteed and you cannot reasonably expect that the App and its related databases will be immune from every wrongdoing, malfunction, unauthorized interception or access, or other kinds of abuse and misuse.

7. Third Party Products and Services

Our Service may contain products and services offered by third parties, and/or hyperlinks to the websites or services of partners, advertisers and other third parties. Neither Impress.ly nor the App-owners control or influence the content, websites or services of these third parties. Neither Impress.ly nor the App-owners accept any responsibility or liability for the content, practices or operation of third party websites and services.

8. Viewing and changing Personal Data

You may send a request to access or delete the personal information collected through your use of the App, by contacting us via support@impress.ly. You may be asked to provide additional information to verify your identity.

You should also send your request to the App-owner. Impress.ly is not responsible for the Personal Data collected by the App-owner.

9. Children's privacy

Personal information about children is not knowingly or intentionally collected.



10. Cookies

Impress.ly uses cookies in its Services. Impress.ly may use both session cookies and persistent cookies to better understand how you interact with the Service, to monitor aggregate usage by our Users and traffic routing on the Service, and to improve the Service. A session cookie enables certain features of the Service and is deleted from your device when you disconnect from or leave the Service. A persistent cookie remains after you close the Service and may be used by your browser on subsequent visits to the Service. Persistent cookies help our Service to recall specific information on subsequent visits. The persistent cookies we use may for example remember your country and language preferences, both based on you IP address. Persistent cookies can be removed by following your web browser help file directions.

Impress.ly also uses third party tracking cookies. For example, Impress.ly uses Google Analytics, Google AdWords Diversion, Google Dynamic Remarketing, and DoubleClick, all for which cookies are placed by Google. Impress.ly uses these services to obtain information about how visitors use the Service. Google may transfer this information to third parties if required by law, or where such third parties process the information on Google's behalf. We have no influence over the processing of Personal Data by Google. The information is transmitted to and stored by Google on servers in the United States. Please read the privacy statement of [Google](#) (which may change periodically) which describes what they do with your personal data via the cookies.

Impress.ly may also use Mouseflow web analytics service. This service records mouse clicks, mouse movements and scrolling activity of you on our Websites. Mouseflow only collects Personal Data you voluntarily enter on our Websites. For more information about how Mouseflow uses your Personal Data, please visit their [Privacy Policy](#) here. Mouseflow states to adhere to the Safe Harbor principles and is affiliated with the Safe Harbor program of the U.S. Department of Commerce.

Another service we use is provided by Pingdom. Thanks to Pingdom we know exactly how our Websites perform and what we can do to enhance the experience of our users. See the [Privacy Policy](#) of Pingdom for further information.

Additionally, our subdomains make use of the cookie services provided by [Visual Website Optimizer](#), [NewRelic](#) and [Zopim](#). For more information about how your Personal Data will be collected and processed by these third parties, please click on the third parties' name and you will be redirected to their privacy policies.

You may refuse to accept cookies, although this may restrict the functionality of the Service.

11. Changes to this Privacy Statement

This Mobile Privacy Statement may be updated at any time. Impress.ly will publish any updated version of this Mobile Privacy Statement in the App. Impress.ly and/or the App-owners encourage you to check this page from time to time to be aware of any changes to this Mobile Privacy Statement. You acknowledge and agree that it is your responsibility to review this Mobile Privacy Statement periodically and familiarize yourself with any updates.

You agree to be bound by any of the changes made to this Mobile Privacy Statement. Your continued use of the App after a change takes effect will indicate your acceptance of the revised Mobile Privacy Statement. If you do not agree with the changes, you must uninstall the App and avoid any further use of it.



12. What to do if you have any questions or remarks

If you have any questions or remarks about this Mobile Privacy Statement, please contact us by sending an email to support@Impress.ly