



AppMachine

THE NEXT STEP IN APP BUILDING

APPMACHINE MOBILE PRIVACY STATEMENT

The privacy of all of our Users is very important to AppMachine and the AppMachine App-builders (hereinafter, the “App-owner”). When you, as an App-user, use the Service we process information about you. This Privacy Statement describes the Personal Data that we process and how we safeguard that information. This Privacy Statement applies to all Apps built using the app-building software that we make available at our website, www.appmachine.com, including all of its subdomains (e.g. design.appmachine.com, instant.appmachine.com). We recommend that you read this statement carefully. Words in this Privacy Statement that are capitalized are defined in AppMachine's Terms & Conditions, which you can print and download here <http://www.appmachine.com/TermsOfUse.pdf>.

1. Who is AppMachine?

The Service and Websites of AppMachine are marketed and operated by AppMachine B.V. (“AppMachine”) 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 Privacy Statement, please contact us at: support@appmachine.com

2. Who are AppMachine App-builders (App-owner)?

App-owners are individual persons or companies that use the AppMachine Service to build Apps for App-users like you. Pursuant to their own Privacy Policies, App-owners may ask you to provide information to them, including your Personal Data. AppMachine is not responsible for the actions of App-owners and hereby disclaim any responsibility or liability related to their actions, omissions and/or policies.

3. App

When referred to as an App, this includes the mobile application, the mobile site and its related services.

4. What is stated in this Privacy Statement?

We provide this Privacy Statement to inform you about:

- The kinds of Personal Data processed by AppMachine and App-owners;
- The purposes for which AppMachine and App-owners processes Personal Data;
- Where the Personal Data are processed;
- The security measures in place to protect Personal Data;
- AppMachine’s limits of responsibility concerning third parties (e.g., the App-owners);



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- Viewing, changing and deleting your Personal Data;
- Changes to this Privacy Statement; and
- What to do if you have any questions or remarks.

5. The kinds of Personal Data processed by the App

A. Personal Data by using our Service

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

B. Automatically generated information

Like most other websites and online services, AppMachine 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 refer to 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.

This also occurs with regard to the 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 an App-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 are also collecting the following (anonymous) information:

- 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.; as well as,
- The moment you leave the app.



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Note: if the user authorization features are enabled we are able to link the anonymous information to you once you login.

C. Specific information

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

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

6. For what purposes do AppMachine and App-owners process Personal Data?

A. Purposes

AppMachine and App-owners 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 AppMachine'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 requested that AppMachine or the App-owners do so, or if AppMachine or the App-owners are legally obligated to do so.

B. Transmission of Personal Data to Third Parties

Neither AppMachine nor the App-owners sell, trade or rent your Personal Data to third parties without your prior consent. However, AppMachine and/or the App-owners may provide your Personal Data to third parties when this provision is essential for providing the Service to you, or for carrying out your instructions, such as processing payments by means of a payment provider for Paid Services.

In addition, AppMachine and/or the App-owners may provide "aggregated anonymous data" (i.e., non-personally identifiable information) about the usage of the Service by App-users to third parties for such purposes as well. "Aggregated anonymous data" is data that cannot be traced back to you and which therefore does not count as Personal Data. For instance, AppMachine and/or the App-owners may use aggregated anonymous data to better understand how App-users use the Service.

In the event that AppMachine (or any parts of it) are transferred to a third party, or in the event that AppMachine merges with a third party, or undergoes a reorganization, your Personal Data may also be disclosed and/or transferred to that third party. This third party will have the right to continue to use Personal Data and other information that you provided to AppMachine.



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AppMachine 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 in the Netherlands or to exercise its legal rights or defend itself against legal claims.

7. Where are the Personal Data processed?

The Service is provided by using hosting services of Amazon and/or Microsoft, in the European Economic Area. However, the Personal Data processed by AppMachine may be transferred to, and stored on, servers maintained by Amazon and/or Microsoft located in a country outside the European Economic Area (EEA), such as the United States of America. Each of Amazon and/or Microsoft state that it shall adhere to the Safe Harbor principles, and each is affiliated with the Safe Harbor program, of the U.S. Department of Commerce. This means that the Personal Data the processed by Amazon and/or Microsoft should be adequately protected. You agree to this transfer and processing outside the EEA. AppMachine will take all steps reasonably necessary to ensure that your Personal Data is treated securely and in accordance with this Privacy Statement.

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

The security of your Personal Data and that of other App-users is very important to AppMachine. We have implemented technical and organizational measures to protect your Personal Data against loss or any form of unlawful processing. AppMachine implements the following measures: protection of our servers by firewalls, SSL connections and encryption of sensitive data. This list is not exhaustive.

9. Limits of responsibility concerning third parties

Our Service may contain services and products offered by third parties, and/or hyperlinks to the websites or services of partners, advertisers and other third parties.

Neither AppMachine nor the App-owners control or influence the content, websites or services of these third parties. Different privacy policies may apply to the use of third party websites and services. This Privacy Statement only relates to Personal Data which has been obtained by AppMachine and/or the App-owners through your use of the Service for its own purposes. Neither AppMachine nor the App-owners accept any responsibility or liability for the content, practices or operation of third party websites and services.

10. Viewing and deleting 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@appmachine.com. You may be asked to provide additional information to verify your identity.



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You should send a same request to the App-owner. AppMachine is not responsible for the personal data collected by the App-owner.

11. Children's privacy

Personal information about children is not knowingly or intentionally collected.

12. Security

Measures are implemented to secure your personal information, 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.

13. Cookies

AppMachine uses cookies in their Services. AppMachine 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.

AppMachine does use third party tracking cookies. AppMachine uses Google Analytics, Google AdWords Diversion, Google Dynamic Remarketing, and DoubleClick, all for which cookies are placed by Google. AppMachine uses this service to get information about how visitors use the Service. Google may transfer this information to third parties if this is 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. Google states to adhere to the Safe Harbor principles and is affiliated with the Safe Harbor program of the U.S. Department of Commerce. This means that there is an adequate level of protection for the processing of any personal data. Please read the privacy statement of [Google](#) (which may change periodically) to read what they do with your (personal) data it via these cookies.

AppMachine can 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 exactly know 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 processed, please click



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on the aforementioned names and you will be redirected to their privacy policies.

You have the right and possibility to refuse to accept cookies, although this may restrict the functionality of the Service and make our Service less User-friendly to you.

14. Changes to this Privacy Statement

This Statement may be updated at any time. Parties will publish any updated version of the Privacy Statement via the Service. AppMachine and/or the App-owners encourage you to check this page from time to time to be aware of any changes to this Privacy Statement and to stay informed about how AppMachine and/or the App-owners protect your Personal Data. You acknowledge and agree that it is your responsibility to review this Privacy Statement periodically and familiarize yourself with any updates.

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

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

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

This Privacy Statement was last updated: 19 June 2015.