

# Privacy Policy

## 1 Welcome!

At Yuge, we strive to make your experience with us secure and satisfying. This Privacy Policy describes and governs what Content we gather from you, how we use it, and what we do to protect it.

This Privacy Policy is expressly incorporated into our Terms. Your use of the Service and any Content you provide through the Service are subject to this Privacy Policy and Terms at all times.

The definitions used in this Privacy Policy for "Content", "User Submissions" and "the Service", are the same as used in the Terms of Service. Please check the Terms to understand these definitions correctly.

## 2 Information Collection and Use

Our Service is primarily designed to help you find independent local shops and try out their products using augmented reality. Pictures of products or shops you provide to us (as a user or as a merchant), are pictures you are asking us to make public. This includes not only the product picture, cover photo, product description and product prices but also the metadata provided with these pictures such as the geolocation and many other bits of information.

Our default is almost always to make the content you provide public. You should be careful that all product pictures will be made public by Yuge. Pictures you post on Yuge may be viewed all around the world instantly.

We collect and use your Content to provide the Service and improve it over time. When you create or reconfigure a Yuge account, you provide some personal information, such as your phone number.

We may use your contact information to send you information about our Services or to market to you. You may unsubscribe from these messages by following the instructions contained within the messages. If you email us, we may keep your message, email address and contact information to respond to your request. Providing the additional information described in this section is entirely optional.

Our servers automatically record information ("Log Data") created by your use of the Service. Log Data may include information such as your phone number, IP address, phone type, the number of added photos and pages/interfaces visited. Other actions, such as interactions with future advertisements, may also be included in Log Data.

Yuge uses a variety of services hosted by third parties to help provide our Service and to help us understand the use of our Service, such as Google Analytics and Amazon Cloud Services.

Irrespective of which country that you reside in or create Content from, your User Submissions may be used by Yuge in the Netherlands, or any other country where Yuge operates or is available.

When using the Service you consent to the collection, transfer, manipulation, storage, disclosure and

other uses of your Content as described in this Privacy Policy.

If you do not want your Content to be used in the manner set forth in this Privacy Policy, please do not use the Service.

### **3 Information Sharing and Disclosure**

We engage certain trusted third parties to perform functions and provide services to us. We may share your personal information with these third parties, but only to the extent necessary to perform these functions and provide such services, and only pursuant to obligations mirroring the protections of this privacy policy.

We may disclose your information if we believe that it is reasonably necessary to comply with a law, regulation or legal request; to protect the safety of any person; to address fraud, security or technical issues; or to protect Yuge's rights or property.

In the event that Yuge is involved in a bankruptcy, merger, acquisition, reorganisation or sale of assets, your information may be sold or transferred as part of that transaction.

We may share or disclose your non-private, aggregated or otherwise non-personal information, such as the number of users who clicked on a particular product picture.

### **4 Policy Towards Children**

Our Service is not directed to people under 13. If you become aware that your child has provided us with personal information without your consent, please contact us at [info@goyuge.com](mailto:info@goyuge.com). We do not knowingly collect personal information from children under 13. If we become aware that a child under 13 has provided us with personal information, we take steps to remove such information and terminate the child's account.

### **5 Contact**

If you have any questions about this Privacy Policy, or any other questions regarding the Service please contact us. We will be happy to help.

*Effective: June 15, 2018*