

Semusi Technologies Pvt Ltd ("appICE," "us" or "we") provides SDKs (software development kits) and SaaS (software as a service) (collectively, the "Product") that allow providers of mobile applications and websites ("App Providers") to understand how end users who download, access and/or interact with App Providers' services ("End Users") interact with their services. This Privacy Policy describes how appICE collects, uses, and discloses data collected through the appICE website located at <https://appice.io> (the "Site") as well as through the Product (collectively referred to as the "appICE Service").

This Privacy Policy may be updated from time to time. We will notify you of any material changes by posting the new Privacy Policy on the Site or by sending you an email or other notification prior to the changes becoming effective, and we'll indicate when such changes will become effective. Any information that we collect is subject to the privacy policy in effect at the time such information is collected.

1. App Providers

This section of the Privacy Policy applies only to information that App Providers provide to Kahuna when they request information from appICE or register to create an account ("Account") with appICE as an App Provider and in connection with their access to, and use of, the appICE Service.

How do we collect and use information from App Providers?

Our goal in collecting information is to provide and improve the appICE Service, to administer your Account, and to enable you to enjoy and easily navigate the appICE Service.

Personal Information

When you, as an App Provider, create an Account or when you request information about the appICE Service, we'll collect certain information that can be used to identify you ("Personally Identifiable Information" or "PII"), such as your name, email address, phone number, and job title. We may also collect information that cannot be used to identify you, such as Account preferences.

Information Related to Use of the Site

We gather certain information automatically and store it in log files. This information may include Internet protocol (IP) addresses, browser type, Internet service provider (ISP), referring/exit pages, operating system, date/time stamp, and/or clickstream data.

We may combine this automatically collected log information with other information we collect about you. We do this to improve services we offer you, to improve marketing, analytics, or functionality.

Modifying and Deleting Your Information

You can access and modify the PII associated with your Account by accessing the user settings in the appICE Service. If you want us to delete your PII and your Account, please contact us at support@appice.io with your request. We will respond to your request to access within 30 days.

We will retain your information for as long as your account is active or as needed to provide you services. We will retain and use your information as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

Facebook Connect

You can connect your Facebook account with the appICE Service. These services will authenticate your identity and provide you the option to share with us certain PII, such as your name and email address to pre-populate our sign-up form.

2. End Users

This section of the Privacy Policy applies only to information that appICE may receive about End Users who use services provided by App Providers that integrate the appICE Service.

How do we collect and use information from End Users?

Our primary goal in accessing or obtaining information from End Users is to provide App Providers with behavioral and analytics data related to how End Users interact with their products and services ("Applications"). We collect information using tracking code technology that App Providers install in their Applications and share with us pursuant to their information collection practices, which are typically outlined in a privacy policy like this one and made available on the App Provider's website. We encourage all End Users to read the privacy policies of the Applications they access or use. We collect the following types of information from End Users:

- When an App Provider embeds our tracking code into its Applications, we may access or obtain certain information that can be used to identify an End User ("Personally Identifiable Information" or "PII") such as an End User's email address, name and phone number, depending on the selections the applicable App Provider makes via the appICE Service.
- We also access or obtain certain non-identifying information about End Users' use of App Providers' Applications and End Users' devices, such as: the actions taken, content viewed, messages viewed, messages clicked, offers accepted, search terms entered, advertisements clicked, applications opened, applications sent to the background, transactions in which an End User engaged, application name, application version, application bundle identifier, operating system name, operating system version, unique device identifiers, IP addresses, and access date, time and location information.

We analyze and use this information for the limited purpose of providing and improving the appICE Service to App Providers.

appICE collects information under the direction of our App Providers, and has no direct relationship with the End Users whose personal data it processes. If you are a customer of one of our App Providers and would no longer like to be contacted by one of our App Providers that use the appICE Service, please contact the App Provider directly. An End User who seeks access to, or who seeks to correct, amend, or delete inaccuracies in, his/her PII should direct his/her query to the appropriate App Provider (the data controller). If the App Provider requests that appICE remove all or a portion of the End Users' PII, we will respond within 30 days.

How long do we retain information collected from End Users?

We will retain personal data we process on behalf of our App Providers for as long as needed to provide services to our App Providers. appICE will also retain this PII as necessary to comply with our legal obligations, resolve disputes, and enforce our agreements.

3. General

The following applies to both App Providers and End Users.

What App Provider and End User Information Do We Share With Third Parties?

We will share your PII with third parties only in the ways that are described in this privacy policy. We do not sell your PII to third parties.

Information Shared with Our Service Providers

We may engage third party service providers to work with us to administer and provide the appICE Service such as sending you email. These third-party Service providers have access to PII only for the purpose of performing the appICE Service on our behalf and are expressly obligated not to disclose or use your PII for any other purpose.

Information Shared with Third Parties

We may share aggregated, non-identifying information with third parties for industry analysis, demographic profiling and other similar purposes. We will not share the End User PII collected for one App Provider with an unrelated App Provider.

Information Disclosed in Connection with Business Transactions

Information that we collect from App Providers and information that we receive about End Users, including PII, is considered to be a business asset. This means if we go out of business, enter bankruptcy, or if we are acquired as a result of a transaction such as a merger, acquisition or asset sale, such PII may be disclosed or transferred to the third-party acquirer in connection with the transaction. App Providers will be notified via email and/or a prominent notice on our Site of any change in ownership or uses of PII, as well as any choices available regarding PII.

Information Disclosed for Our Protection and the Protection of Others

It is our policy to protect App Providers and End Users from having their privacy violated through abuse of the legal systems, whether by individuals, entities or government, and to contest claims that we believe to be invalid under applicable law. However, it is also our policy to cooperate with government and law enforcement officials and private parties. Accordingly, we reserve the right to disclose any information about App Providers or End Users to government or law enforcement officials or private parties as we, in our sole discretion, believe necessary: (i) to satisfy or comply with any law, regulation or legal process, or to respond to lawful requests, including subpoenas, warrants or court orders; (ii) to protect our property,

rights and safety, and the rights, property and safety of third parties or the public in general; and (iii) to prevent or stop activity we consider to be illegal or unethical.

Information Collected Using Cookies and Tracking Technologies

applICE and our marketing partners and analytics providers use tracking technologies such as cookies, beacons, tags and scripts to analyze trends, administer the Site, track users' movements around the Site, and gather demographic information about our user base as a whole. We may receive reports based on the use of these technologies by these companies on an individual and/or an aggregated basis.

We use cookies to identify that you've logged in and to tell us when you interact with the applICE Service. Users can control the use of cookies at the individual browser level. If you reject cookies, you may still use our Site, but you will not be able to automatically log in to and use the applICE Product.

We and our third party partners use Local Storage (HTML5) to provide certain features on our Site to display advertising based on your web browsing activities, and/or to store content information and preferences. Various browsers may offer their own management tools for removing HTML5.

We partner with third parties to display advertising on our Site or to manage our advertising on other websites. Our third party partners may use technologies such as cookies to gather information about your activities on this Site and other websites to provide you advertising based on your browsing activities and interests. If you wish to not have this information used for the purpose of serving you interest-based ads, you may opt out by clicking [here](#). If you are located in the European Union, [click here](#). Please note this does not opt you out of being served ads; you will continue to receive generic ads.

The Security of Information

We take reasonable measures to protect the information that we collect from or receive about App Providers or End Users (including PII) from unauthorized access, use or disclosure. When you enter sensitive information (such as login credentials) on our forms, we encrypt the transmission of that information using secure socket layer technology (SSL). Please be aware, however, that no method of transmitting information over the Internet or storing information is completely secure. Accordingly, we cannot guarantee the absolute security of any information.

We will make any legally required disclosures of any breach of the security, confidentiality, or integrity of unencrypted electronically stored "personal data" (as defined in applicable state statutes on security breach notification) via email or conspicuous posting on our Site in the most expedient time possible and without unreasonable delay, insofar as they are consistent with (i) the legitimate needs of law enforcement or (ii) any measures necessary to determine the scope of the breach and restore the reasonable integrity of the data system.

Links to Other Sites

The applICE Service may contain links to other websites and services. Any information that an App Provider or End User provides on or to a third-party website or service is provided directly to the owner of the website or service and is subject to that party's privacy policy. Our Privacy Policy does not apply to such websites or services and we are not responsible for the content, privacy or security practices and

policies of those websites or services. We recommend that App Providers and End Users carefully review the privacy policies of other websites and services that they access.

Social Media Features

Our Site includes social media features (“Features”) such as the Facebook “Like” and “Share” buttons, or interactive mini-programs that run on our Site. These Features may collect your IP address and the pages you visit on our Site, and they may set one or more cookies to enable the Features to function properly. Features are either hosted by a third party or hosted directly on our Site. Your interactions with any of these Features are governed by the privacy policy of the company providing the Feature.

International Users

Information that we collect or receive may be transferred to, and maintained on, computers located outside of your state, province, country or other governmental jurisdiction where the privacy laws may not be as protective as those in your jurisdiction. If you’re located outside the United States and choose to provide information to us, we may transfer your information to the United States and process it there (or any other country in which we operate).

Our Policy Toward Children

Our appICE Service is not directed to children under the age of 13 and we do not knowingly collect PII from children under 13. If we learn that we have collected PII of a child under 13, we will take steps to delete such information from our files as soon as possible.

Questions?

Please contact us at support@appice.io if you have any questions about our Privacy Policy.

appICE

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