

## **PRIVACY POLICY**

This privacy policy governs your use of the software applications (“Application(s)”) published by Hippo Kids Apps (“Company”) available for download on Google Play Store and the Apple App Store.

### **What information does the Application obtain and how is it used?**

All content inside the Applications remains private to the user and is not shared with the Company or any third parties.

### **Automatically Collected Information**

The Applications may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use the Applications. This information helps the Company to identify any performance issues of the Applications and improve the Applications over time.

### **Do the Applications collect precise real time location information of the device?**

The Applications do not collect precise information about the location of your mobile device.

### **Do third parties see and/or have access to information obtained by the Applications?**

Only aggregated, anonymized data is periodically transmitted to the analytics tools which help us evaluate the Applications’ usage patterns and improve the Applications over time. We will share your information with third parties only in the ways that are described in this privacy statement.

We may disclose user provided and automatically collected information:

- as required by law, such as to comply with a subpoena, or a similar legal process;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- with our trusted service providers who work on our behalf, do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this privacy statement.
- if the Company is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our web site of any change in ownership or uses of this information, as well as any choices you may have regarding this information.

### **What are my opt-out rights?**

You can stop all collection of information by the Applications simply by uninstalling the Applications. You may use the standard uninstall process available as part of your mobile device or via the mobile application marketplace.

### **Data Retention Policy, Managing Your Information**

We will retain user provided data for as long as you use the Applications and for a reasonable time thereafter. We will retain automatically collected information for up to 24 months and thereafter may store it in aggregate.

## **Security**

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our Applications. Please be aware that, although we endeavor to provide reasonable security for the information we process and maintain, no security system can prevent all potential security breaches.

## **Changes**

This Privacy Policy may be updated from time to time for any reason. Any changes to our Privacy Policy will be posted on this website with an updated timestamp in the bottom of this page. You are advised to consult this Privacy Policy regularly for any changes, as the continued use of the Applications is deemed approval of all changes.

## **Your Consent**

By using the Applications, you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand-held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in the Netherlands or other locations authorized by the Company as part of its operations.

## **Contact us**

If you have any questions regarding privacy while using the Applications or have questions about our practices, please contact us at [hello@plantpurple.com](mailto:hello@plantpurple.com).

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