

Project Unicorn's Privacy Policy

Privacy Policy

Last updated: (08/11/2021)

Project Unicorn ("us", "we", or "our") operates <https://www.projectunicorn.co/> (the "Site"). This page informs you of our policies regarding the collection, use and disclosure of Personal Information we receive from users of the Site.

We use your Personal Information only for providing and improving the Site. By using the Site, you agree to the collection and use of information in accordance with this policy.

Information Collection And Use-

While using our Site, we may ask you to provide us with certain personally identifiable information that can be used to contact or identify you. Personally identifiable information ("Personal Information"), means individually identifiable information that would allow us to determine the actual identity of, and contact, a specific living person. Sensitive Data includes information, comments or content (e.g. photographs, video, profile, business documents) that you optionally provide that may reveal your ethnic origin, nationality, religion and business. By providing Sensitive Data to us, you consent to the collection, use and disclosure of Sensitive Data as permitted by applicable privacy laws. We may also collect your geolocation information with your consent. We may collect this information through a website, mobile application, or other online services. By using the Service, you are authorizing us to gather, parse and retain data related to the provision of the Service. When you provide personal information through our Service, the information may be sent to servers located in the United States and countries around the world.

Information you provide-

In order to register as a user with Project Unicorn, you will be asked to sign in using one of the following social media platforms- Google, LinkedIn, Facebook, or Twitter. If you do so, you authorize us to access certain private account information, such as your public profile (consistent with your privacy settings in the selected social media platform), your email address, interests, likes, gender, birthday, current city, photos, personal description bio, and friend list. You will also be asked to allow Project Unicorn to collect your location information from your device when you download or use the Service. In addition, we may collect and store any personal information you provide while using our Service or in some other manner. This may include identifying information, such as your name, address, email address and telephone number, and business information. You may also provide us photos, a personal description and information about your investment thesis and preferences for recommendations, such as search distance, target industry and funding stage. If you chat with other Project Unicorn users, you provide us the content of your chats, and if you contact us with a customer service or other inquiry, you provide us with the content of that communication.

Information we receive from others-

In addition to the information you provide us directly, we receive information about you from others, including:

- **Other Users** Other users may provide information about you as they use our services. For instance, we may collect information about you from other users if they contact us about you.

- **Social Media** You may be able to use your social media login (such as Google, LinkedIn, Facebook, or Twitter) to create and log into your Project Unicorn account. This saves you from having to remember yet another user name and password and allows you to share some information from your social media account with us.
- **Other Partners** We may receive info about you from our partners, for instance where Project Unicorn ads are published on a partner's websites and platforms (in which case they may pass along details on a campaign's success).

Log Data-

Like many site operators, we collect information that your browser/mobile device sends whenever you visit our Site ("Log Data").

This Log Data may include information such as your computer's Internet Protocol ("IP") address, browser type, browser version, the pages of our Site that you visit, the time and date of your visit, the time spent on those pages and other statistics.

Use of technologies to collect information-

We use various technologies to collect information from your device and about your activities on our Service.

Information collected automatically-

We automatically collect information from your browser or device when you visit our Service. This information could include your IP address, device ID and type, your browser type and language, the operating system used by your device, access times, your mobile device's geographic location while our application is actively running, and the referring website address.

Cookies and use of cookies and similar data-

When you visit our Service, we may assign your device one or more cookies or other technologies that facilitate personalization to facilitate access to our Service and to personalize your experience. Cookies are files with small amounts of data, which may include an anonymous unique identifier. Cookies are sent to your browser from a web site and stored on your computer's hard drive. Through the use of a cookie, we also may automatically collect information about your activity on our Service, such as the pages you visit, the time and date of your visits and the links you click. Like many sites, we use "cookies" to collect information. You can instruct your browser to refuse all cookies or to indicate when a cookie is being sent. However, if you do not accept cookies, you may not be able to use some portions of our Site.

Pixel tags-

We embed pixel tags (also called web beacons or clear GIFs) on web pages, ads, and emails. These tiny, invisible graphics are used to access cookies and track user activities (such as how many times a page is viewed). We use pixel tags to measure the popularity of our features and services. Ad companies also use pixel tags to measure the number of ads displayed and their performance (such as how many people clicked on an ad).

Mobile device IDs-

If you're using our app, we use mobile device IDs (the unique identifier assigned to a device by the manufacturer), or Advertising IDs (for iOS 6 and later), instead of cookies, to recognize you. We do this to store your preferences and track your use of our app. Unlike cookies, device IDs cannot be deleted, but

Advertising IDs can be reset in “Settings” on your iPhone. Ad companies also use device IDs or Advertising IDs to track your use of the app, track the number of ads displayed, measure ad performance and display ads that are more relevant to you. Analytics companies use device IDs to track information about app usage.

Information collected by third-parties for advertising purposes-

We may allow service providers, advertising companies and ad networks, and other third parties to display advertisements on our Service and elsewhere. These companies may use tracking technologies, such as cookies or web beacons, to collect information about users who view or interact with their advertisements. We do not provide any non-masked or non-obscured personal information to third parties. Some of these third-party advertising companies may be advertising networks that are members of the Network Advertising Initiative, which offers a single location to opt out of ad targeting from member companies (www.networkadvertising.org). Opting out will not decrease the number of advertisements you see. To opt-out of cookies that may be set by third party data or advertising partners, please go to <http://www.aboutads.info/choices/>.

In General-

We may use information that we collect about you to: deliver and improve our products and services, and manage our business; manage your account and provide you with customer support; perform research and analysis about your use of, or interest in, our or others’ products, services, or content; communicate with you by email, postal mail, telephone and/or mobile devices about products or services that may be of interest to you either from us or other third parties; develop, display, and track content and advertising tailored to your interests on our Service and other sites, including providing our advertisements to you when you visit other sites; website or mobile application analytics; verify your eligibility and deliver prizes in connection with contests and sweepstakes; enforce or exercise any rights in our [Terms of Use](#); and perform functions or services as otherwise described to you at the time of collection.

Security-

The security of your Personal Information is important to us, but remember that no method of transmission over the Internet, or method of electronic storage, is 100% secure. While we strive to use commercially acceptable means to protect your Personal Information, we cannot guarantee its absolute security.

Changes To This Privacy Policy-

This Privacy Policy is effective as of 12and will remain in effect except with respect to any changes in its provisions in the future, which will be in effect immediately after being posted on this page.

We reserve the right to update or change our Privacy Policy at any time and you should check this Privacy Policy periodically. Your continued use of the Service after we post any modifications to the Privacy Policy on this page will constitute your acknowledgment of the modifications and your consent to abide and be bound by the modified Privacy Policy.

If we make any material changes to this Privacy Policy, we will notify you either through the email address you have provided us, or by placing a prominent notice on our website.

Contact Us-

If you have any questions about this Privacy Policy, please contact us at justin@projectunicorn.co.