

Vid Privacy Policy

Effective Date: January 7, 2020.

Welcome to Vid! Because your privacy is important to us, this Privacy Policy is provided by Vid Inc. (“Vid”, “we,” “us,” or “our”) in connection with Vid’s content-sharing platform, which consists of the Vid application, website, and/or any other digital service on or to which this Privacy Policy is linked or referenced (collectively, the “Service”).

This Privacy Policy is incorporated into and made part of our Terms and Conditions. Please read this Privacy Policy and our Terms and Conditions carefully. **IF YOU DO NOT AGREE WITH ANY PART OF THIS PRIVACY POLICY OR OUR TERMS AND CONDITIONS, PLEASE DO NOT USE ANY PART OF THE SERVICE.**

This Privacy Policy describes:

- the information that we receive from you when you interact with our Service;
- how we use and process the information that we receive;
- if and why Personal Information may be disclosed to third parties; and
- your choices regarding the collection and processing of your Personal Information.

User Content

By using the Service, you understand and agree that Vid is providing a content-sharing platform for you to post content, including video, audio, comments, and other material (“User Content”). This means that other users may search for, see, use, or share any of your User Content that you make publicly available through the Service, consistent with this Privacy Policy and our Terms and Conditions. As such, you should have no expectation of confidentiality in videos or other material if you have selected to keep the videos you created public. This includes not only the content that you post and data provided with such content, such as when it was posted, but also the users you follow, your comments and hashtags, the videos that you like, and other public interactions on the Service. Your public information is widely and instantly disseminated.

Information We May Collect

We collect various kinds of information that you provide to us, as well as information we obtain from your use of the Service. Some of the types of information that we collect include the following:

“**Personal Information**” is information associated with or used to identify or contact a specific person. Personal Information includes:

- account information (such as your username, password, and email address used to register for a Vid account);

- profile information (such as your first and last name, picture, and telephone number, as well as public information from a third-party social media account that you connect with Vid to help complete your Vid profile);
- contact information you may provide to Vid in order to locate other users of the Vid Service that you may know (such as your mobile device’s contact list, your email address book, as well as contact lists from other third-party social media services);
- certain Usage Data, as defined below (such as an IP address or mobile device identifier); and
- certain User Content that can be used to identify a specific person.

Personal Information does not include either (i) aggregated information to the extent that an individual’s identity cannot reasonably be derived from it, or (ii) publicly available information that has not been combined with non-public Personal Information.

“**Usage Data**” is information about an individual’s online activity that, by itself, does not identify the individual, such as:

- technical information from Data Collection Tools, defined below, including your mobile device or browser type, service provider, operating system, and links visited;
- information about what you’ve searched for and looked at while using the Service;
- information about how you use your device and applications in order to help our developers improve the Service; and
- metadata, which means information related to the User Content you have made available through the Service, such as the date, time or location that a shared video was taken or posted.

Generally, we do not consider Usage Data as Personal Information because Usage Data by itself usually does not identify an individual. Personal Information and Usage Data may be linked together. Different types of Usage Data also may be linked together and, once linked, may identify an individual person. Some Usage Data may be Personal Information under applicable law.

“**Location Data**” is a category of Personal Information collected about the location of a mobile device or computer, including:

- the location of the mobile device or computer used to access the Service derived from GPS or WiFi use;
- the IP address of the mobile device or computer or internet service used to access the Service; and

- other information made available by a user or others that indicates the current or prior location of the user, such as information that you or others post indicating your location, as well as geotag information or other metadata in User Content posted to Vid.

You may tell us your exact location if you choose to enable your mobile device to send us location information. We may use and store information about your location to provide features of our Service, such as tagging a video with a location, and to improve and customize the Service, for example, with User Content that has been tagged near your location.

How We Collect Information

Whether we collect certain types of information and how we process it depends on how you use and access the Service. Some information is collected automatically through use of cookies and similar data collection tools. We collect information about you in the following ways:

From You. We collect information from you when you:

- **Use the Service.** We collect Personal Information from you when you create an account with Vid to use the Service, post User Content to Vid, contact us for help or information or otherwise voluntarily provide your Personal Information.
- **Connect with other social media services through the Service.** The Service may offer you the ability to connect to other social media services in conjunction with Vid to find similar users on the Service or display User Content. When you connect to other social media services using the Service, Vid may, depending on your privacy settings, have access to information that you have provided to the other social media service. When you associate your other social media account with your Vid account and authorize us to have access to this information, you agree that we may collect, use and store the information provided by social media services as described in this Privacy Policy.

From Our Business Partners and Service Providers. Third parties that assist us with our business operations also collect information (including Personal Information and Usage Data) about you through the Service and share it with us. For example, our vendors collect and share information with us to help us improve our services and provide relevant advertising. We may combine and aggregate the information we collect from you with information from other sources and use the aggregate information as described in this Privacy Policy.

From Your Usage Data. We also automatically collect Usage Data when you interact with the Service.

From Data Collection Tools. We, along with the service providers that help us provide the Service, may use mobile device identifiers, cookies, and other data collection tools (such as web beacons and server logs), which we collectively refer to as “Data Collection Tools,” to help us improve the Service by tracking users’ habits and customizing users’ experience with the Service. This enables us to analyze technical and navigational information about the Service and otherwise improve your experience with the Service.

These Data Collection Tools are not themselves personally identifiable, but may be linked to Personal Information that you provide to us through your interaction with the Service. For example, a cookie typically contains the name of the domain (internet location) from which the cookie originated, the “lifetime” of the cookie (i.e., when it expires) and a randomly generated unique number or similar identifier.

The Service also may use Data Collection Tools to collect information from the device used to access the Service, such as operating system type, browser type, domain and other system settings, as well as the operating system used and the country and time zone in which the computer or device is located.

If you do not want cookies or Data Collection Tools from Vid or other services, web browsers allow some control of most Data Collection Tools through the browser settings. For example, some web browsers (including some mobile web browsers) provide settings that allow a user to reject cookies or to alert a user when a cookie is placed on the user’s computer, tablet or mobile device. Most mobile devices also offer settings to reject mobile device identifiers. Although users are not required to accept cookies or mobile device identifiers, blocking or rejecting them may prevent access to some features available through the Service.

How We Use Your Information

We may use the information we collect for any of the following purposes:

- to provide the Service to you;
- to operate, improve and personalize the products and services we offer, and to give each user a more consistent and personalized experience when interacting with us;
- for customer service, security, to detect fraud or illegal activities, or for archival and backup purposes in connection with the provision of the Service;
- to communicate with users, such as when we send you Service-related emails for account verification, changes to features of the Service, or technical and security notices;
- to better understand how users access and use the Service, for the purposes of trying to improve the Service and to respond to user preferences, including language and location customization, personalized help and instructions, or other responses to users’ usage of the Service;
- to help us develop our new products and services and improve our existing products and services;
- to provide users with advertising and direct marketing that is more relevant to you;
- to enforce our Terms and Conditions or other applicable policies; and

- to assess the effectiveness of and improve advertising and other marketing and promotional activities on or in connection with the Service.

Please note that, in order to provide you with a better experience and to improve the Service, information collected through the Service may be used in an aggregated or individualized manner.

You may unsubscribe at any time from email communications from us by clicking on the “unsubscribe” link provided in such communications. You may not opt out of Service-related communications (e.g., for account verification, notices of updates or changes to features of the Service, or technical and security notices). Unless you specifically opt out, you also agree that Vid may use your Personal Information to contact you and deliver information to you that, in some cases, is targeted to your interests, such as targeted advertisements, administrative notices, product offerings, and communications relevant to your use of the Service. By accepting the Terms and Conditions and this Privacy Policy, you expressly agree to receive this information, unless you specifically opt out in applicable circumstances.

How Your Information is Shared

Vid does not sell, rent, share, or disclose your Personal Information to third parties without your prior consent, except in the limited circumstances described in this section. Specifically, we may share and disclose information as described at the time information is collected or as follows:

When you consent. We may share Personal Information with third parties if you have given us your consent to do so.

To perform services. We may disclose Personal Information to third parties in order to perform services requested or functions initiated by users. In addition, we may disclose Personal Information in order to identify a user in connection with communications sent through the Service. We also may offer users the opportunity to share information with friends and other users through the Service.

With third party service providers performing services on our behalf. We share information, including Personal Information, with our service providers to perform the functions for which we engage them (such as hosting and data analyses). We may share information as needed to operate other related services.

In aggregated form. We may use and disclose de-identified aggregate information for the purposes of evaluating and improving our services and tailoring our products. Vid may choose at its sole discretion to transfer, sell, provide or share such information with third parties, including to Vid’s business partners for commercial purposes, and by providing any information to Vid you consent to such provision of de-identified aggregate information to any third party.

For legal purposes. We also may share information that we collect from users, as needed, to enforce our rights, protect our property or protect the rights, property or safety of others, or as needed to support external auditing, compliance and corporate governance functions. We will disclose Personal Information as we deem necessary to respond to a subpoena, regulation,

binding order of a data protection agency, legal process, governmental request or other legal or regulatory process. We may also share Personal Information as required to pursue available remedies or limit damages we may sustain.

During corporate changes. We may transfer information, including your Personal Information, in connection with a merger, sale, acquisition or other change of ownership or control by or of us or any affiliated company (in each case whether in whole or in part). When one of these events occurs, we will use reasonable efforts to notify users before your information is transferred or becomes subject to a different privacy policy.

Information Storage and Security

We retain information as long as it is necessary and relevant for our operations. We also retain User Content and Personal Information to comply with applicable law, prevent fraud, resolve disputes, troubleshoot problems, assist with any investigation, enforce our Terms and Conditions, and other actions permitted by law. After it is no longer necessary for us to retain information, we dispose of it according to our data retention and deletion policies.

We take reasonable precautions intended to help protect the Personal Information and User Content that we collect and store; however, no system or online transmission of data is completely secure. We cannot guarantee the security of information transmitted to or through the Service. Any transmission is at your own risk. Please use security measures to protect your Personal Information.

Your Rights in Updating, Reviewing or Correcting Your Personal Information

It is important to us that you are able to access and review the Personal Information we have about you and make corrections to it or delete it, as necessary. You may update, review or correct your profile information at any time online by accessing your profile page. If you have any questions about how to access your Personal Information, please contact us at [support@vid.camera].

Links to Third Party Services

The Vid Service may contain links to third-party websites and services (“Third Party Services”) with which we have no affiliation. A link to any Third Party Service does not mean that we endorse it or the quality or accuracy of information presented on it. If you decide to visit a Third Party Service, you are subject to its privacy policy and practices and not this Privacy Policy. We encourage you to carefully review the legal and privacy notices of all other digital services that you visit.

In addition, you agree that we are not responsible and do not have control over any Third Party Service that you authorize to access your User Content. If you are using a Third Party Service and you allow them to access your User Content you do so at your own risk.

Disclaimer: Not Child-Directed

The Vid Service is not intended for use by children under the age of 13. If you are under the age of majority in your place of residence, you may use the Service only with the consent of or under the supervision of your parent or legal guardian.

Consistent with the requirements of the U.S. Children's Online Privacy Protection Act (COPPA), if we learn that we have received any information directly from a child under age 13 without first receiving his or her parent's verified consent, we will use that information only to respond directly to that child (or his or her parent or legal guardian) to inform the child that he or she cannot use the Service and subsequently we will delete that information.

International Users

By choosing to access or use the Vid Service or otherwise provide information to us, you agree that any dispute over privacy or the terms contained in this Privacy Policy will be governed by the laws of the State of California and the adjudication of any disputes arising in connection with Vid or the Vid Service will be in accordance with the Terms located at [vid.camera/terms].

If you are accessing or using the Vid Service from the European Union or other regions with laws governing data collection and use, then please note that any personal information collected about our users through the Service is processed in the United States by us or by a party acting on our behalf. When you provide personal information to us through the Service, **you consent to the processing of your data in the United States**. The Service is hosted in the United States.

Contacting us

If you have any questions or concerns about this Privacy Policy, please contact us at [support@vid.camera].

Changes to this Privacy Policy

The Effective Date of this Privacy Policy is set forth at the top of this Policy. Whenever possible, we will provide you with advance notice of our changes to this Privacy Policy. We will not make retroactive changes that reduce your privacy rights unless we are legally required to do so. Your continued use of the Service after the Effective Date constitutes your acceptance of the amended Privacy Policy. The amended Privacy Policy supersedes all previous versions.