

Privacy Policy

Effective date: October 30, 2019

This Privacy Policy explains how we and some of the companies we work with collect, use, share and protect information in relation to our mobile services, web site, and any software provided on or in connection with Koko Face Yoga's services (collectively, the "Service"), and your choices about the collection and use of your information.

By using our Service you understand and agree that we are providing a platform for you to process your content.

Our Policy applies to all visitors, users, and others who access the Service ("Users")

1. INFORMATION WE COLLECT

We do not collect any face data of our users. The mirror in the app just detects our user's facial movement, to guide them to do our face exercises correctly.

We collect the following types of information.

Information you provide us directly:

User Content (e.g., photos and other materials) that you post through the Service. Communications between you and Koko Face Yoga. For example, we may send you Service-related emails (e.g., changes/updates to features of the Service, technical and security notices). Note that you may not opt out of Service-related e-mails.

1. TYPES OF INFORMATION WE COLLECT

When you interact with us through the Koko Face Yoga's website or App (collectively "Service"), we collect the information you provide, usage information including facial biometrics and information about your device. We also may collect information about you from other sources like

service providers, and optional programs in which you participate, which we may combine with other information we have about you. Here are the types of information we collect about you:

1. Personal Information

"Personal Information" is information that identifies, relates to, describes, or can be reasonably linked to, directly or indirectly, a particular individual or household. We may collect Personal Information from you on or through the Services in a variety of ways, including when you register on the Websites/App, purchase a Service, participate in online surveys, sign-up for a newsletter or subscription. We also may, from time to time, receive Personal Information about you from third-party sources to improve the Services, and for the various purposes outlined in this Privacy Policy.

We have grouped together the following categories of Personal Information to explain how we use this type of information. These terms are used throughout this Privacy Policy: **Personal Identifiers**, including your first and last name, birth date, age, gender, username; **Facial Biometrics**, including Face identification, Tongue identification, Photographs; **Contact Information**, including your email address, phone number, and home address; **Biographical Information**, including your level of education and professional background and; **Financial Information**, including your credit card number and purchasing history.

Statement on Face Data Retention

1. **Explicit Statement that Face Data is Not Retained:**

We do not retain any face data. All facial recognition processes are conducted in real-time, and once the user tongue mewing is complete, the data is immediately deleted.

2. **Reasons for Storing Face Data:**

Face data is stored temporarily to facilitate users to detect their tongue mewing correctly. This data enables us to provide users with feedback whether they are mewing tongue correctly or they need to watch more exercises.

3. **Length of Time Face Data is Stored and Reason for This**

Duration:

Face data is stored only for the duration necessary to complete the tongue mewing process, which typically takes a few seconds or fifteen seconds. This short retention period ensures that we meet our mewing detection correctly. Once the process is complete, the face data is promptly deleted to ensure that no unnecessary data is kept. This policy aligns with best practices in data protection and privacy, ensuring that personal information is not stored longer than necessary.

Analytics information:

We use third-party analytics tools to help us measure traffic and usage trends for the Service. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and other information that assists us in improving the Service. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular individual User.

Cookies and similar technologies:

When you visit the Service, we may use cookies and similar technologies like pixels, web beacons, and local storage to collect information about how you use the Service and provide features to you.

We may ask advertisers or other partners to serve ads on the Services to your devices, which may use cookies or similar technologies placed by us or the third party.

Log file information:

Log file information is automatically reported by your browser each time you make a request to access (i.e., visit) a web page or app. It can also be provided when the content of the webpage or app is downloaded to your browser or device.

When you use our Service, our servers automatically record certain log file information, including your web request, Internet Protocol (“IP”) address, browser type, referring / exit pages and URLs, number of clicks and how you interact with links on the Service, domain names, landing pages, pages viewed, and other such information. We may also collect similar information from emails sent to

our Users which then help us track which emails are opened and which links are clicked by recipients. The information allows for more accurate reporting and improvement of the Service.

Device identifiers:

When you use a mobile device like a tablet or phone to access our Service, we may access, collect, monitor, store on your device, and/or remotely store one or more “device identifiers.” Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device’s operating system or other software, or data sent to the device by the Service.

A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads. Some features of the Service may not function properly if use or availability of device identifiers is impaired or disabled.

Metadata:

Metadata is usually technical data that is associated with User Content. For example, Metadata can describe how, when and by whom a piece of User Content was collected and how that content is formatted.

Users can add or may have Metadata added to their User Content including a hashtag (e.g., to mark keywords when you share a photo) or other data.

2. HOW WE USE YOUR INFORMATION

In addition to some of the specific uses of information we describe in this Privacy Policy, we may use information that we receive to:

- provide personalized content and information to you and others, which could include online ads or other forms of marketing

- provide, improve, test, and monitor the effectiveness of our Service

- develop and test new products and features

- monitor metrics such as total number of visitors, traffic, and demographic patterns

- diagnose or fix technology problems

- automatically update the Service on your device

3. SHARING OF YOUR INFORMATION

We will not rent or sell your information to third parties outside Koko Face Yoga (or the group of companies of which Koko Face Yoga is a part) without your consent,

except as Parties with whom we may share your information: in this Policy.

Parties with whom we may share your information:

We may share User Content and your information (including but not limited to, information from cookies, log files, device identifiers, location data, and usage data) with businesses that are legally part of the same group of companies that Koko Face Yoga is part of, or that become part of that group (“Affiliates”). Affiliates may use this information to help provide, understand, and improve the Service (including by providing analytics) and Affiliates’ own services (including by providing you with better and more relevant experiences).

We also may share your information as well as information from tools like cookies, log files, and device identifiers and location data, with third-party organizations that help us

provide the Service to you (“Service Providers”). Our Service Providers will be given access to your information as is reasonably necessary to provide the Service under reasonable confidentiality terms.

We may also share certain information such as cookie data with third-party advertising partners. This information would allow third-party ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you.

We may remove parts of data that can identify you and share anonymized data with other parties.

We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

Parties with whom you may choose to share your User Content:

Any information or content that you voluntarily process with the Service, such as User Content, becomes available to Koko Face Yoga anonymously.

What happens in the event of a change of control:

If we sell or otherwise transfer part or the whole of Service or our assets to another organization (e.g., in the course of a transaction like a merger, acquisition, bankruptcy, dissolution, liquidation), your information such as User Content and any other information collected through the Service may be among the items sold or transferred. You will continue to own your User Content. The buyer or transferee will have to honor the commitments we have made in this Privacy Policy.

4. HOW WE STORE YOUR INFORMATION

Storage and Processing:

Your information collected through the Service may be stored and processed in the United States or any other country in which Koko Face Yoga, its Affiliates or Service Providers maintain facilities.

Koko Face Yoga, its Affiliates, or Service Providers may transfer information that we collect about you, including personal information across borders and from your country or jurisdiction to other countries or jurisdictions around the world. If you are located in the European Union or other regions with laws governing data collection and use that may differ from U.S. law, please note that we may transfer information, including personal information, to a country and jurisdiction that does not have the same data protection laws as your jurisdiction.

By registering for and using the Service you consent to the transfer of information to the U.S. or to any other country in which Koko Face Yoga, its Affiliates or Service Providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

We use commercially reasonable safeguards to help keep the information collected through the Service secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. However, Koko Face Yoga cannot ensure the security of any information you transmit to Koko Face Yoga or guarantee that information on the Service may not be accessed, disclosed, altered, or destroyed.

Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails

between you and Koko Face Yoga, at all times. Your privacy settings may also be affected by changes the social media services you connect to Koko Face Yoga make to their services. We are not responsible for the functionality, privacy, or security measures of any other organization.

5. CHILDREN'S PRIVACY

Koko Face Yoga does not knowingly collect or solicit any information from anyone under the age of 13. The Service and its content are not directed at children under the age of 13. In the event that we learn that we have collected personal information from a child under age 13 without parental consent, we will delete that information as quickly as possible. If you believe that we might have any information from or about a child under 13, please contact us.

6. OTHER WEB SITES AND SERVICES

We are not responsible for the practices employed by any websites or services linked to or from our Service, including the information or content contained within them.

7. HOW TO CONTACT US

If you have any questions about this Privacy Policy or the Service, please contact us through the email smile@kokofaceyoga.com.

8. CHANGES TO OUR PRIVACY POLICY

Koko Face Yoga may modify or update this Privacy Policy from time to time, so please review it periodically. We may provide you additional forms of notice of modifications or updates as appropriate under the circumstances. Your continued use of Koko Face Yoga or the Service after any modification to this Privacy Policy will constitute your acceptance of such modification.

5. Data Safety

We do not collect any data of our users. Know you can delete your account any time from settings by yourself.