

TERMS OF USE & PRIVACY POLICY

(Last Updated and Effective date: 16 August 2023)

Please read this Privacy Policy carefully to understand our policies and practices regarding your Personal Data (as defined below) and how we will treat it. This Privacy Policy applies to **Charu - Media Lab** apps. This Privacy Policy explains how we, and affiliated companies (collectively, "Charu" or "we", "us", "our") collect, use, secure, and/or disclose end users' ("you" or "your").

INFORMATION WE COLLECT AND HOW

While using our Services, we may ask you to provide us with certain personally identifiable information that can be used to identify you ("Personal Data"). Our Services are designed to avoid collecting information such as your name, address, email address, or other similar contact data unless you provide such data to us. The information we collect includes:

- **Device Information**

When you download and use our Services, we automatically collect information on the type of device you use and the mobile device identifiers (such as your device ID). We also collect information about Wi-Fi or mobile data connection availability.

- **Usage Information**

We collect information automatically about your activity through our Services, for example, features you have used, in-app purchase history, and subscriptions.

- **Information we obtain from third parties**

We may receive information about you from our analytic service providers with data they collect through our Services in accordance with their own privacy policies. A list of the third parties that operate our Services can be found in [APPENDIX B](#) below.

WHAT WE WILL USE AND WHY

We have set out below a description of the ways in which we use your information:

- We check your internet connectivity to fetch useful data which is needed to set up our app.
- We will use your Device storage for saving Data which our app produced.
- We will use your storage to track your usage and In-App-Purchase activities.
- To serve personalised advertisements in our Services we are using third-party advertising networks.

STORAGE, DISCLOSURE, TRANSFER AND SHARING OF YOUR INFORMATION

- **Storage**

We use your device storage to save image files, imported files from the cloud and information regarding In-app-purchases.

- **Share with our service providers and partners**

We use third parties to help us operate and improve our Services. These third parties assist us with various tasks, including analytics, marketing, and advertising. We may also share information with advertising partners who distribute advertising in our Services.

For further information on advertising networks go to [‘APPENDIX A - Advertising networks and their partners’](#) below and for further information on analytics service providers go to [‘APPENDIX B - Analytics and other service providers’](#) below.

AGE LIMITS

There is no age limitation.

LINKS TO OTHER SITES

Our Privacy Policy may contain links to other sites that are not operated by us. If you click on a third-party link, you will be directed to that third party's site. We strongly advise you to review the privacy terms of every site you visit. We have no control over and assume no responsibility for the content, privacy terms or practices of any third-party sites or services.

CHANGES TO THIS PRIVACY POLICY

This Privacy Policy may change from time to time, and we encourage you to review it periodically. Your continued use of our Services signifies your acceptance of changes to this Privacy Policy.

In some cases, we may notify you of changes to this Privacy Policy with a prominent notice on our Services (for example by way of notification or pop-up), before the changes become effective and update the "effective date" at the top of this Privacy Policy.

CONTACT US

If you have any questions about this Privacy Policy, please contact us using [the in-app support feature in our Services](#), which is the preferred method to be able to quickly respond to your requests, or contact our data protection officer at the address provided below:

Ershadur Rahman Talukder

Liilab

Madina Market

Sylhet, Bangladesh

mail.liilab[@gmail.com](mailto:mail.liilab@gmail.com)

APPENDIX A - Advertising networks and their partners

Below, you can find a list of third-party advertising networks and their partners, with whom we work to provide you with a personalized advertisement experience within our apps. The advertising networks are listed below.

In order to provide personalised advertisements to our users, those listed below may use device information that includes personal and non-personal information, such as advertising (or ad) identifiers, IP address regarding the delivery of advertisements and your interaction with them, inventory of installed apps and/or other tracking technologies to enable and optimise this advertising procedure. Ad identifiers are non-permanent device identifiers such as the Android advertising ID and/or Apple's ID for advertising (IDFA).

Facebook Audience Network

Facebook Audience Network is an advertising service provided by Facebook, Inc. (US)

Privacy Policy: <https://www.facebook.com/about/privacy/>

Google AdSense

Google, as a third-party vendor, uses cookies to serve ads on our Service. Google's use of the DoubleClick cookie enables it and its partners to serve ads to our users based on their visit to our Service or other websites on the Internet

You may opt-out of the use of the DoubleClick Cookie for interest-based advertising by visiting the Google Ads Settings web page: <http://www.google.com/ads/preferences/>

AdMob by Google and their partners

AdMob by Google is provided by Google Inc. (US)

For more information on how AdMob uses the collected information, please visit the Privacy Policy of Google: <http://www.google.com/policies/privacy/>

For more information on AdMob Partners, please visit:
<https://support.google.com/admob/answer/9012903>

You can opt-out from AdMob by Google service by following the instructions described by Google:
<https://support.google.com/ads/answer/2662922?hl=en>

Unity Ads

Unity Ads is an advertising service provided by Unity Ads Inc. (US)

Privacy Policy: <https://unity3d.com/legal/privacy-policy>

APPENDIX B - Analytics and other service providers

We use your information to perform our own analytics and to enable analytics provided by third parties and other essential functions. We use analytical information for supporting business analysis and operations, business intelligence, product development, improving the Services, personalising content, providing advertising, and making recommendations. In order to learn about how your information is used by our analytics service providers, you can follow the hyperlinks in the list below to each provider's privacy notice.

Facebook Ads conversion

Facebook Ads conversion tracking is an analytics service provided by Facebook, Inc. (US) that connects data from the Facebook advertising network with actions performed on this Application.

Privacy Policy: <https://www.facebook.com/about/privacy/>

Firebase

Firebase is an analytics service provided by Google Inc. (US)

You may opt-out of certain Firebase features through your mobile device settings, such as your device advertising settings or by following the instructions provided by Google in their Privacy Policy:
<http://www.google.com/intl/en/policies/privacy/>