# **Privacy Policy**

This app is well aware of the importance of personal information to you, and will do its best to protect the safety and reliability of your personal information. We are committed to maintaining your trust in us, and abide by the following principles to protect your personal information: the principle of consistent power and responsibility, the principle of clear purpose, the principle of choice consent, the principle of least sufficient, the principle of ensuring security, the principle of subject participation, the principle of openness and transparency, etc. . At the same time, we promise that we will take corresponding security protection measures to protect your personal information in accordance with mature security standards in the industry. Please read and understand this Privacy Policy carefully before using our products (or services).

1. How we collect and use your personal information

Personal information refers to various information recorded electronically or in other ways that can identify a specific natural person or reflect the activities of a specific natural person either alone or in combination with other information. We will only collect and use your personal information for the following purposes described in this policy:

- (1) Carry out internal data analysis and research, third-party SDK statistical services, and improve our products or services
- (2) We do not sell any products, nor display any products

We collect data based on your interactions with us and the choices you make, including your privacy settings and the products and features you use. The data we collect may include SDK/API/JS code version, browser, Internet service provider, IP address, platform, time stamp, application identifier, application version, application distribution channel, independent device identifier, iOS advertising identification IDFA, Android advertiser identifier, network card (MAC) address, International Mobile Equipment Identity (IMEI), device model, terminal manufacturer, terminal device operating system version, session start/stop time, language location, time zone and Network status (WiFi, etc.), hard disk, CPU and battery usage, etc.

When we want to use information for other purposes not specified in this policy, we will ask for your consent in advance.

When we want to use the information collected for a specific purpose for other purposes, we will ask for your consent in advance.

1. How do we use cookies and similar technologies

### (1) Cookies

Besides Cookie, we also use the same kind of other technologies such as web beacon and pixel tag on the website. For example, emails we sent to you may include click URL linked to our web. If you click this link, we will track down this click, help us to know your preference to products or service and improve customer service. A web beacon is usually a transparent image embedded in a website or email. With the help of pixel tags in emails, we can know whether the emails are opened. If you do not want your activities to be tracked down in this way, you can unsubscribe from our mail list at any time.

We will not use cookies for any purpose other than those stated in this policy. You can manage or delete cookies according to your own preferences. You can clear all cookies saved on your computer, and most web browsers have the function of blocking cookies. But if you do this, you need to change the user settings yourself every time you visit our website. (2) Web beacons and pixel tags

To ensure the proper functioning of the website, we store small data files called cookies on your computer or mobile device. Cookies usually contain identifiers, site names and some numbers and characters. Cookies allow websites to store data such as your preferences or the items in your shopping basket.

# (3) Do Not Track (do not track)

Many web browsers have a Do Not Track feature that issues Do Not Track requests to websites. Currently, the major Internet standards organizations have not established policies on how websites should respond to such requests. However, if Do Not Track is enabled on your browser, all of our sites will respect your choice.

1. How do we share, transfer and publicly disclose your personal information

#### (1) Sharing

We will not share your personal information with any other company, organization or individual, except in the following cases:

1. Sharing with our affiliates: Your personal information may be shared with our affiliates. We will only share necessary personal information and be bound by the purposes stated in this Privacy Policy. If the affiliated

- company wants to change the purpose of processing personal information, it will ask for your authorization and consent again.
- 2. We may share your personal information externally in accordance with laws and regulations, or in accordance with the mandatory requirements of government authorities.
- 3. Sharing with explicit consent: After obtaining your explicit consent, we will share your personal information with other parties.

Our affiliated companies include: [Please fill in the name of the affiliated company].

1. Sharing with authorized partners: Only to achieve the purpose stated in this privacy policy, some of our services will be provided by authorized partners. We may share some of your personal information with our partners to provide better customer service and user experience. For example, companies we hire to provide third-party data statistics and analysis services may need to collect and access personal data for data statistics and analysis. In such cases, these companies must comply with our data privacy and security requirements. We will only share your personal information for legal, legitimate, necessary, specific, and clear purposes, and will only share personal information necessary to provide services.

# (2) Transfer

We will not transfer your personal information to any company, organization or individual, except in the following cases:

- 1. Transfer with explicit consent: After obtaining your explicit consent, we will transfer your personal information to other parties;
- 2. When it comes to mergers, acquisitions or bankruptcy liquidation, if it involves the transfer of personal information, we will require the new company or organization that holds your personal information to continue to be bound by this privacy policy, otherwise we will require the company or organization to Ask for your authorization again. (3) Public disclosure

We will only publicly disclose your personal information under the following circumstances:

1. After obtaining your explicit consent;

- 2. Disclosure based on laws: We may publicly disclose your personal information under the circumstances of laws, legal procedures, lawsuits or mandatory requirements of government authorities.
- 3. How do we protect your personal information (1) We have adopted industry-standard security measures to protect the personal information you provide to prevent unauthorized access, public disclosure, use, modification, damage or loss of data. We will take all reasonable and feasible measures to protect your personal information. For example, when exchanging data (such as credit card information) between your browser and the "service", it is protected by SSL encryption; we also provide https secure browsing methods for our website; we will use encryption technology to ensure the confidentiality of data; we will Use trusted protection mechanisms to prevent data from malicious attacks; we will deploy access control mechanisms to ensure that only authorized personnel can access personal information; and we will hold security and privacy protection training courses to strengthen employees' awareness of the importance of protecting personal information know.
- (1) The Internet is not an absolutely secure environment, and e-mails, instant messaging, and other communication methods with our users are not encrypted. We strongly recommend that you do not send personal information through such methods. Please use a complex password to help us ensure the security of your account.
- (2) The Internet environment is not 100% safe, and we will try our best to ensure or guarantee the security of any information you send to us. If our physical, technical, or management protection facilities are damaged, resulting in unauthorized access, public disclosure, tampering, or destruction of information, resulting in damage to your legitimate rights and interests, we will bear corresponding legal responsibilities.
- (3) We will take all reasonable and feasible measures to ensure that no irrelevant personal information is collected. We will only retain your personal information for the period necessary to achieve the purposes stated in this policy, unless an extended retention period is required or permitted by law.
- (4) After an unfortunate personal information security incident occurs, we will promptly inform you in accordance with the requirements of laws and regulations: the basic situation and possible impact of the security incident, the disposal measures we have taken or will take, and your own prevention and control measures. Advice on reducing risks, remedies for you, etc. We will promptly inform you of the relevant circumstances of the incident by email, letter, phone call, push notification, etc. When it is difficult to inform the personal information subject one by one, we will issue an announcement in a reasonable and effective manner.

At the same time, we will also actively report the handling of personal information security incidents in accordance with the requirements of the regulatory authorities.

## Your rights

In accordance with relevant Chinese laws, regulations, standards, and common practices in other countries and regions, we guarantee you to exercise the following rights with respect to your personal information:

### (1) Access to your personal information

You have the right to access your personal information, except for exceptions provided by laws and regulations. If you wish to exercise your right to access your data, you can do so yourself by:

Search Information - You can access or clear your search history, view and modify interests, and manage other data within the app.

Account Information - If you wish to access or edit your personal profile information and payment information in your account, change your password, add security information or close your account, etc., you can do so through access.

### How to update this Privacy Policy

We may adjust or change this Privacy Policy in due course, and any update of this Privacy Policy will be published on our website by marking the update time. The content of this document will take effect 7 days after it is notified or published. If you continue to use any of the services we provide or visit our related websites after the adjustment or change of the Privacy Policy, we believe that this means that you have fully read, understood and accepted the revised Privacy Policy and are bound by it.

#### How to contact us

If you have any questions, comments or suggestions about this Privacy Policy, please contact us in the following ways: support@applace.io

We have set up a dedicated personal information protection department (or personal information protection commissioner), and you can contact them in the following ways: support@applace.io.