Vipo: Privacy Policy

Effective Date: March 24, 2026 | Applies to VIPO Web & Mobile App

1. Introduction

VIPO ("we,""us," or "our") is committed to protecting your privacy. This Privacy Policy explains how we collect, use, disclose, and safeguard your information when you use the VIPO platform, including our mobile application (Android and iOS) and website.

By using VIPO, you consent to the practices described in this Privacy Policy. This policy aligns with global best practices and the IT Act (India).

2. Information We Collect

2.1 Information You Provide Directly

- Account Information: Name, username, email address, phone number, profile photo, and encrypted password.
- Content: Videos, images, captions, comments, and any other material you upload or post.
- Communications: Messages you send through in-app features or to our support team.
- Payment Information: Billing details for premium subscriptions or in-app purchases (processed securely by third-party payment providers; we do not store full card details).
- OTP and Authentication Data: One-time passwords and JWT tokens used for account verification and secure login.

2.2 Information Collected Automatically

- Usage Data: Videos watched, search queries, likes, comments, follows, shares, time spent, and interaction patterns.
- Device Information: Device type, OS version, unique device identifiers, browser type, and app version.
- Log Data: IP address, access times, pages viewed, and crash reports.
- Location Data: Approximate geographic location (country/region) derived from IP address; precise location only with your explicit permission.
- Cookies and Similar Technologies: Session cookies, analytics cookies, and advertising identifiers (see Section 7).

2.3 Information from Third Parties

- Social Login: If you sign in with Google, Apple, or other providers, we receive basic profile information from those services per your privacy settings.
- Analytics Partners: Aggregated analytics data from Firebase and similar tools.
- Advertising Partners: Ad performance data (impressions, clicks) associated with advertising identifiers.

3. How We Use Your Information

We use the information we collect to:

- Create and manage your account, and authenticate your identity via JWT and OTP.
- Deliver, operate, and improve the VIPO Platform and its features.
- Power our AI-driven recommendation engine to personalize your content feed based on your viewing history, search behavior, and engagement patterns.
- Enable AI-powered search and content discovery using intelligent filtering and keyword identification.
- Process payments and manage subscriptions and in-app purchases.
- Display targeted advertising via our in-app advertising network (based on interests, not sensitive categories).
- Facilitate creator monetization, including ad revenue sharing and premium subscriptions.
- Send you transactional notifications and, with your consent, promotional communications.
- Conduct analytics and reporting to understand platform growth and content performance.
- Detect and prevent fraud, abuse, spam, and violations of our Terms and Conditions.
- Comply with applicable legal obligations.

4. How We Share Your Information

We do not sell your personal data to third parties. We may share your information in the following circumstances:

4.1 Service Providers

We work with trusted third-party vendors who process data on our behalf under strict confidentiality agreements. These include:

- Cloud Infrastructure: Amazon Web Services (AWS) for hosting, storage, and CDN-powered content delivery.
- Database and Authentication: PostgreSQL (database), Firebase (push notifications, authentication), JWT (session management).
- Analytics: Firebase Analytics and similar tools.
- Payment Processors: Secure third-party payment gateways for subscription billing.
- DevOps and Security: Tooling for platform performance, monitoring, and incident response.

4.2 Other Users

Your public profile, videos, comments, and follower/following lists are visible to other users as part of the social features of the Platform.

4.3 Business Transfers

If VIPO undergoes a merger, acquisition, or sale of assets, your information may be transferred as part of that transaction, with continued protection under this Policy.

4.4 Legal Requirements

We may disclose your information if required by law, regulation, legal process, or governmental authority, or to protect the rights, safety, and property of VIPO, our users, or the public.

5. Data Retention

We retain your personal data for as long as your account is active or as needed to provide services, comply with legal obligations, resolve disputes, and enforce our agreements. Upon account deletion:

- Your profile and public content will be removed within 30 days.
- Certain data (e.g., transaction records, abuse logs) may be retained for up to 7 years as required by law.
- Anonymized, aggregated analytics data may be retained indefinitely.

6. Your Rights and Choices

Depending on your location, you may have certain rights regarding your personal data:

- Access and Portability: Request a copy of the personal data we hold about you.
- Correction: Request correction of inaccurate or incomplete data.
- Deletion: Request deletion of your account and associated personal data (subject to legal retention obligations).
- Restriction: Request that we restrict processing of your data in certain circumstances.
- Objection: Object to processing for direct marketing or profiling purposes.
- Opt-Out of Targeted Ads: You may opt out of interest-based advertising in your device or app settings.
- Withdraw Consent: Where processing is based on consent, you may withdraw consent at any time.

To exercise your rights, contact us at privacy@vipoapp.com. We will respond within 30 days.

7. Cookies and Tracking Technologies

VIPO uses cookies and similar technologies (e.g., pixels, SDKs) for the following purposes:

- Essential: Session management, authentication, and security.
- Analytics: Understanding how users interact with the Platform to improve features.
- Personalization: Remembering your preferences and delivering a customized experience.
- Advertising: Serving relevant ads and measuring ad performance.

You can manage cookie preferences through your browser settings or our in-app privacy controls. Disabling essential cookies may affect Platform functionality.

8. Children's Privacy

VIPO does not knowingly collect personal data from children under 13 years of age (or the applicable minimum age in your country). If we become aware of such data being collected, we will delete it promptly. Contact us at privacy@vipoapp.com if you believe a child has provided personal information.

9. Data Security

We implement industry-standard security measures to protect your information, including:

- End-to-end encryption for data in transit (TLS/SSL).
- Encryption at rest for sensitive data stored on AWS.
- JWT-based secure session management with OTP verification.
- Content protection mechanisms to prevent unauthorized access and distribution.
- Regular security audits and vulnerability assessments.
- Role-based access controls limit employee access to your data.

While we take strong measures to protect your data, no system is 100% secure. In the event of a data breach, we will notify affected users as required by applicable law.

10. International Data Transfers

VIPO operates globally and may transfer your data to servers located in the United States or other countries. Where required, we implement appropriate safeguards (such as Standard Contractual Clauses under GDPR) to protect your data during international transfers.

11. AI and Algorithmic Processing

VIPO uses artificial intelligence and machine learning to:

- Power the personalized recommendation engine that curates your content feed.
- Enable smart search and content discovery with intelligent filtering.
- Detect prohibited content, spam, and fraudulent behavior.
- Drive predictive analytics for creators and the Platform.

These automated processes analyze your interactions and preferences to enhance your experience. You may opt out of personalized recommendations in your account settings.

12. Third-Party Links and Integrations

The Platform may contain links to third-party websites or integrate with external services. We are not responsible for the privacy practices of those third parties. We encourage you to review their privacy policies before sharing information with them.

13. Changes to This Privacy Policy

We may update this Privacy Policy from time to time. We will notify you of material changes via in-app notification or email. Your continued use of VIPO after changes take effect constitutes acceptance of the revised Policy.

14. Contact Us

If you have questions, concerns, or requests regarding this Privacy Policy or our data practices, please contact our Data Privacy team:

- Privacy: privacy@vipoapp.com
- Support: support@vipoapp.com

VIPO: Terms and Conditions

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1. Introduction

Welcome to VIPO (the "Platform"). VIPO is a next-generation video streaming platform that combines short-form and long-form video sharing, giving creators and viewers a unified space to create, upload, discover, and monetize content.

By accessing or using the VIPO application (available on Android, iOS, and web), you (the "User") agree to be bound by these Terms and Conditions ("Terms"). Please read them carefully. If you do not agree, you must not use VIPO.

2. Eligibility

You must be at least 13 years of age to use VIPO. If you are under 18, you confirm parental or guardian consent. By using the Platform, you represent that:

- You are at least 13 years old (or the applicable minimum age in your country).
- You have the legal capacity to enter into a binding agreement.
- Your use of VIPO does not violate any applicable laws or regulations.
- You are not located in a country subject to a U.S. Government embargo.

3. Account Registration

3.1 Creating an Account

To access certain features, you must register for an account. You agree to provide accurate, complete, and current information and to keep it up to date.

3.2 Account Security

You are responsible for maintaining the confidentiality of your login credentials, including OTP-based and JWT-secured sessions. Notify us immediately at support@vipoapp.com of any unauthorized access.

3.3 One Account Per Person

Each individual may maintain only one personal account. Business or creator accounts may be subject to separate terms.

4. User Content

4.1 Your Content

VIPO allows users to upload, post, and share videos, images, text, audio, comments, and other materials ("User Content"). You retain ownership of intellectual property rights in content you create.

4.2 License to VIPO

By uploading content to VIPO, you grant us a worldwide, non-exclusive, royalty-free, sublicensable, and transferable license to use, reproduce, distribute, display, and perform that content solely for operating and improving the Platform.

4.3 Content Responsibility

You are solely responsible for all content you upload or share. You represent and warrant that:

- You own or have the necessary rights to the content you post.
- The content does not infringe any third-party intellectual property, privacy, or publicity rights.
- The content does not violate any applicable laws or regulations.
- You have obtained all required consents from individuals appearing in your content.

5. Prohibited Content and Conduct

You agree NOT to upload, share, or engage in any of the following on VIPO:

- Hateful, defamatory, discriminatory, or harassing content based on race, gender, religion, sexual orientation, disability, or any other protected characteristic.
- Pornographic, sexually explicit, or obscene content.
- Content that promotes violence, terrorism, self-harm, or illegal activity.
- Content that exploits or endangers minors in any way.
- Spam, misleading thumbnails, clickbait, or artificially inflated engagement.
- Malware, phishing links, or any content designed to compromise user security.
- Impersonating another person, creator, brand, or VIPO staff.
- Scraping, harvesting, or systematically collecting data from the Platform without authorization.
- Circumventing geo-restrictions, content protection mechanisms, or monetization systems.

Violation of these rules may result in content removal, account suspension, or permanent termination without notice.

6. Intellectual Property

6.1 VIPO's Intellectual Property

All rights, title, and interest in the VIPO Platform, including its software, design, logo, algorithms, recommendation engine, and AI-powered features, are the exclusive property of VIPO and its licensors. Nothing in these Terms transfers ownership of VIPO's IP to you.

6.2 Copyright Infringement (DMCA)

We respect intellectual property rights. If you believe your copyrighted work has been used on VIPO without authorization, please submit a notice to our DMCA Agent at: legal@vipoapp.com. We will respond to valid notices in accordance with applicable law, including removing infringing content and terminating accounts of repeat infringers.

7. Monetization

7.1 Creator Monetization

VIPO offers creators the ability to earn revenue through ad-based monetization, premium subscriptions, in-app purchases, and brand collaborations. Eligibility for monetization is subject to separate Creator Program terms and minimum thresholds set by VIPO.

7.2 In-App Purchases

Users may purchase premium subscriptions or access exclusive content within the app. All payments are processed securely. By making a purchase, you authorize VIPO to charge your designated payment method.

7.3 Taxes

Creators are solely responsible for all taxes applicable to their earnings from the Platform.

8. Privacy

Your use of VIPO is also governed by our Privacy Policy, which is incorporated into these Terms by reference. Please review our Privacy Policy to understand how we collect, use, and protect your information.

9. Third-Party Services

VIPO integrates with third-party services, including Firebase, AWS, and advertising networks. Your use of such services may be subject to their own terms and privacy policies. VIPO is not responsible for third-party practices.

10. Content Moderation

VIPO employs both automated AI-driven tools and human review to moderate content. We reserve the right to review, remove, or restrict access to any content at our sole discretion, particularly where it violates these Terms or applicable law.

You may report content you believe violates our policies via the in-app reporting feature.

11. Disclaimers

VIPO IS PROVIDED ON AN "AS IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTIES OF ANY KIND, EXPRESS OR IMPLIED. We do not warrant that:

- The Platform will be uninterrupted, error-free, or secure.
- Any defects in the Platform will be corrected.
- Content available on VIPO is accurate, complete, and reliable.

Your use of the Platform is at your own risk.

12. Limitation of Liability

TO THE MAXIMUM EXTENT PERMITTED BY LAW, VIPO AND ITS OFFICERS, DIRECTORS, EMPLOYEES, AND LICENSORS SHALL NOT BE LIABLE FOR ANY INDIRECT, INCIDENTAL, SPECIAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES ARISING OUT OF YOUR USE OF THE PLATFORM.

In no event shall VIPO's total liability to you exceed the greater of (a) the amount you paid VIPO in the twelve (12) months prior to the claim or (b) USD $100.

13. Indemnification

You agree to defend, indemnify, and hold harmless VIPO and its affiliates from any claims, liabilities, damages, costs, or expenses arising out of:

- Your use of the Platform.
- Your User Content.
- Your violation of these Terms.
- Your violation of any third-party rights.

14. Termination

VIPO may suspend or terminate your account at any time, with or without notice, for any reason, including violation of these Terms. Upon termination:

- Your right to use the Platform ceases immediately.
- VIPO may delete your content, though this is not guaranteed.
- Provisions that by their nature should survive termination shall survive, including ownership, disclaimers, limitation of liability, and dispute resolution.

15. Governing Law and Dispute Resolution

These Terms are governed by the laws of the United States without regard to conflict of law principles. Disputes shall be resolved by binding arbitration in accordance with the rules of the American Arbitration Association. You waive any right to a jury trial or to participate in a class action lawsuit.

16. Changes to These Terms

We may update these Terms from time to time. We will notify you via in-app notification or email. Your continued use of VIPO after changes take effect constitutes your acceptance of the revised Terms.

17. Contact Us

If you have questions about these Terms, please contact us:

- Email: legal@vipoapp.com
- Support: support@vipoapp.com
- Website: www.vipoapp.com