

HippoCamera Privacy Policy

Dynamic Memory Solutions Inc. dba HippoCamera ("HippoCamera", "we", "us" or "our") takes steps to ensure it meets privacy principles and requirements with respect to Personal Information under applicable privacy legislation. The purpose of this statement is to inform our customers and other individuals we deal with ("you" and "your") how we collect, use, disclose, and protect your Personal Information. "Personal Information" is information that is identifiable as pertaining to an individual, as more particularly described under applicable privacy legislation. This policy applies to our collection, use, and disclosure of Personal Information.

Your privacy is important to us. It is our policy to respect your privacy regarding any personal information, including data that we collect from you within our app and other sites we own and operate.

Our Principles of Privacy Protection

Principle 1: Establishing Accountability

HippoCamera is responsible for maintaining and protecting Personal Information under its control.

Principle 2: Identifying the Purpose of Collecting Information

We will identify the purposes for which Personal Information is collected before or at the time the information is collected.

Principle 3: Obtaining Consent

We will require the knowledge and consent of the customer for the collection, use or disclosure of Personal Information except where required or permitted by law.

Principle 4: Limiting Collection of Personal Information

Personal Information collected must be limited to those details necessary for the purposes identified by HippoCamera. Information must be collected by fair and lawful means.

Principle 5: Limiting Use, Disclosure and Retention of Personal Information

We may only use or disclose Personal Information for the purpose for which it was collected unless the customer has otherwise consented, or when it is required or permitted by law. We will retain Personal Information for the duration of our relationship with the customer, plus a reasonable period of time as required or permitted by law.

Principle 6: Keeping Information Accurate

We will maintain Personal Information in as accurate, complete and up-to-date form as is necessary to fulfill the purposes for which it is to be used.

Principle 7: Protecting Personal Information

Personal Information must be protected by security safeguards that are appropriate to the sensitivity level of the information.

Principle 8: Maintaining Openness of Policies and Practices

HippoCamera will make information available to customers concerning the policies and practices that apply to the management of their information.

Principle 9: Providing Customer Access to Personal Information

Upon request, a customer shall be informed of the existence, use and disclosure of their information, and shall be given access to it, except when legally restricted. Customers may verify the accuracy and completeness of their information, and may request that it be amended, if appropriate.

Principle 10: Handling Customer Complaints and Questions

Customers may direct any questions or enquiries with respect to the privacy principles outlined above or about our practices by contacting our Privacy Officer at [admin\[@\]hippocamera.com](mailto:admin[@]hippocamera.com).

What Information we Collect

We only ask for Personal Information when we need it to provide, personalize, and improve the Services we offer to you. Here is some information we collect:

- Anonymized information regarding the approximate location, time, and frequency of event recording and replay
- Anonymized ratings of an event's significance so that highly rating rated events can be replayed more frequently
- App performance data relating to notifications, error information, and user-submitted feedback

How we Collect Information

We collect Personal Information by fair and lawful means, with your knowledge and consent.

We only retain collected Personal Information for as long as necessary to provide you with your requested service. We do not store your data, but we will only access it in order to provide, personalize, and improve the product.

How we Protect Information

We will protect your information within commercially acceptable means to prevent loss and theft, as well as unauthorized access, disclosure, copying, use or modification.

We don't share any Personal Information publicly or with third parties, except when required to by law.

HippoCamera may link to external sites that are not operated by us. Please be aware that we have no control over the content and practices of these sites, and cannot accept responsibility or liability for their respective privacy policies.

How you can Manage your Information

You are free to refuse our request for Personal Information, with the understanding that we may be unable to provide you with some of your desired services.

Your continued use of HippoCamera will be regarded as acceptance of our practices around privacy and Personal Information.

If you have any questions about how we handle user data and Personal Information, feel free to contact us at [admin\[@\]hippocamera.com](mailto:admin[@]hippocamera.com).

Data Deletion and Recovery

Active Accounts: We retain your Personal Information and associated app data for as long as your account remains active. We keep this information only as long as it is necessary to provide you with the HippoCamera Services, maintain your account, comply with our legal obligations, resolve disputes, and enforce our agreements.

Inactive Accounts: To protect user privacy and minimize unnecessary data storage, we routinely review accounts for inactivity. An account is deemed "inactive" if there has been no login, recording, or replay activity for a continuous period of [e.g., 24 months].

Deletion of Inactive Data: If your account becomes inactive, we reserve the right to permanently delete your account and all associated data. We will attempt to notify you via the email address associated with your account [e.g., 30 days] prior to taking any action. If there is no response or renewed activity within that notice period, your data will be deleted.

Your Right to Delete Your Account: You can completely delete your account and all associated Personal Information and data at any time directly through the Profile > Account Management section within the HippoCamera app.

When you choose to delete your account, or if you delete or overwrite specific data within the app, we process this request immediately. To protect against accidental data loss and to facilitate potential recovery, your data are securely retained in an inactive state for a retention period of exactly 30 days. During this 30-day window, your

data can be restored if necessary. Once this 30-day lifecycle rule expires, the data is permanently and irrevocably destroyed from our systems.

This policy is effective as of 1 January 2020. Last updated June 9, 2026.