

# Privacy Policy

*Last updated in Sep, 2021.*

Bhim Singh Apps, its subsidiaries and affiliated companies provide this Privacy Policy to inform you of our policies and procedures regarding the collection, use and disclosure of information we receive from users of (i) the website located at Bhim Singh (the “Site”), including any services, features and content accessible or downloadable from the Site, and (ii) any other Bhim Singh applications, service or product licensed, downloaded or otherwise accessed by such users through third party websites or sources ((i) and (ii) collectively, the “Service”).

## **WHAT INFORMATION DO WE COLLECT**

We collect from you the following data:

a. **Information you provide us directly.** When you use our apps, we collect the information that you provide us directly:

**Photos.** We may collect the photos that you take with your camera while using our application. Please note, you won't be able to upload content from your camera roll unless we can access your device's camera.

### **Facial features.**

- Our application uses the advanced artificial intelligence technologies to analyze faces of mother and father to produce an image of your cute baby.

- Due to the limited processing resources available on mobile devices, we use a cloud server to process these images.
- The App only uploads images of mother and father to the cloud for baby prediction. Images are temporarily cached on the cloud servers during the predicting process.
- Images remain in the cloud for a limited period of 24 hours and later all photos will be deleted from the cloud.
- We are using these images only for predicting babies after applying artificial intelligence technologies.

**b. Cookies and similar technologies.** Like most online services and mobile applications, we may use cookies — tiny pieces of code that remain in your device after you have visited any websites and online services. When you use that website or application for the next time, these pieces enable their owners to provide you with information customized for your needs.

We use cookies for authentication purposes only. When you access the Services or content, iface uses session cookies, meaning that if you close the Services, cookies expire and no longer have any effect. You shall specifically agree to our use of cookies when you use our Services by clicking the respective button in the notification.

When you use the Services, we may also use technologies like pixels, web beacons, and local storage to collect information about how you use iface and provide features to you.

## **HOW WE USE YOUR INFORMATION**

We use information that we collect about you or that you provide to us, including any personal information, to:

- Provide you with the App and its contents, and any other information, products or services that you request from us.
- Fulfil any other purpose for which you provide it.
- Notify you when App updates are available, and of changes to any products or services we offer or provide through it.

The usage information we collect helps us to improve our App and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our App according to your individual interests.
- Recognize you when you use the App.

## **DISCLOSURE OF YOUR INFORMATION**

We may disclose aggregated information about our users, and information that does not identify any individual or device, without restriction.

In addition, we may disclose personal information that we collect or you provide:

- To our subsidiaries and affiliates.
- To contractors, service providers, and other third parties we use to support our business and who are bound by contractual obligations to keep personal information confidential and use it only for the purposes for which we disclose it to them.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Company's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Company about our App users is among the assets transferred.
- To fulfil the purpose for which you provide it.
- With your consent.
- For any other purpose disclosed by us when you provide the information.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Company, our customers or others

## **HOW WE STORE INFORMATION**

**Data retention.** We generally retain your personal information for as long as is necessary for the performance of the contract between you and us and to comply with our legal obligations. If you no longer want us to use your information that we physically access and store, you can request that we erase your personal information and close your account. However, some data may still be stored for a certain time period if information is necessary to comply with legal obligation (taxation, accounting, audit) or in order to maintain safety and data backup settings, prevent fraud or other malicious acts.

**Data security.** Bhim Singh Apps takes reasonable measures to protect your information from unauthorized access or against loss, misuse or alteration by third parties. Although we make good faith efforts to store the information collected on the Service in a secure operating environment that is not available to the public, we cannot guarantee the absolute security of that information during its transmission or its storage on our systems. Further, while we attempt to ensure the integrity and security of our network and systems, we cannot guarantee that our security measures will prevent third-party “hackers” from illegally obtaining access to this information. We do not warrant or represent that your Account or any of Your Information will be protected against, loss, misuse, or alteration by third parties.

## **PUSH NOTIFICATIONS**

With your consent we may send push notifications to your mobile device to provide app updates and other relevant messages.

## **SOCIAL NETWORK CONNECT**

If you use one of our applications and connect to your social network account, such as Facebook, Twitter, Vine, Instagram, YouTube and so on, within such application, you will be providing us with basic account information i.e., user ID, name, email, gender, birthday, current city, profile picture URL and the user IDs of your friends who have also connected with our applications. In addition, we will cache data we receive from the Social Network APIs to improve our user experience. If you want us to delete the data we receive from social networks about you, please contact us at support: [bhimsinghfeedback@gmail.com](mailto:bhimsinghfeedback@gmail.com).

## **INVITE A FRIEND**

You may decide to provide us with another party email address to allow us to contact and invite that party to visit or join the Service or so that Bhim Singh Apps may facilitate your communication with such other party through methods of communication enabled by the Service (such as when you upload an address book). Such email addresses will be used only for the purpose of sending email communications to the addressee.

## **THIRD PARTY SERVICES**

The Service may contain links to other websites and online services (“Linked Sites”). The fact that we link to a third party website or service is not an endorsement or representation of our affiliation with that third party, nor is it an endorsement of their privacy policies or practices. You acknowledge and agree that we are not responsible for the privacy practices of such Linked Sites, and this Privacy Policy does not apply to such Linked Sites. The operators of Linked Sites may collect information about you, and may use and disclose that information. We encourage you to review the privacy policies of the Linked Sites that you use.

## **OPT-IN AND OPT-OUT POLICY**

We will not share your personal information in ways other than as described in this Privacy Policy unless you specifically elect to make your personal information available to third parties by selecting to “opt-in” in various places on the Service. Your “opt-in” elections will not, however, require us to share your personal information with any third parties. Further, you may “opt-out” of any prior elections and of receiving certain types of communications at any time by contacting Bhim Singh Apps at [bhimsinghfeedback@gmail.com](mailto:bhimsinghfeedback@gmail.com).

## **OUR POLICY REGARDING CHILDREN**

The Service is not directed to children under the age of 13. We do not knowingly collect or solicit personally identifiable information from children under 13. If you are under 13, please do not attempt to register for an Account on the Service or send any information about yourself to Bhim Singh Apps. If we become aware that a child under 13 has provided us with personal information, we will delete such information from our files.

## **CHANGES TO OUR PRIVACY POLICY**

Bhim Singh may modify or update this Privacy Policy from time to time to reflect the changes in our business and practices or applicable laws, and you should therefore review this page periodically. We will update the last modified date at the bottom of this page when we make any changes. Further, when we change this Privacy Policy in a material manner, we will let you know of such material change in addition to updating the last modified date below. Your continued use of the Service after changes to this Privacy Policy have been posted will signify your acceptance of such changes.

## **Contacting Us**

If you have any questions about this Privacy Policy, please reach our support at [bhimsinghfeedback@gmail.com](mailto:bhimsinghfeedback@gmail.com).