

Data Policy

Effective May 1, 2023

This policy describes the information we process to support TAPP® and the TAPP® Service offered by TAPP Inc.

1. What kinds of information do we collect?

To provide TAPP® (“TAPP”) and the TAPP® Service (the “Service”), we must process information about you. The types of information we collect depend on how you use TAPP and the Service.

Things you and others do and provide.

- **Information and content you provide.** We collect the content, communications and other information you provide when you use TAPP and the Service, including when you sign up for an account, create and share content, and message or communicate with others. This can include information in or about the content you provide (like metadata), such as the location of a photo or the date a file was created. Our systems automatically process content and communications you and others provide to analyze context and what's in them for the purposes described below.
- **Networks and connections.** We collection information about the people, accounts, hashtags and groups you are connected to and how you interact with them across TAPP and the Service, such as people you communicate with the most or groups you are part of or have created. We also collect contact information (such as the mobile number or email address) when you invite people to join you on TAPP and the Service.
- **Your usage.** We collect information about how you use TAPP and the Service, such as types of content you view or engage with; the features you use; the actions you take; the people or accounts you interact with; and the time, frequency and duration of your activities. For example, we log when you’re using and have last used TAPP and the Service, and what posts, videos or other content you view on TAPP and the Service. We also collect information about how you use features like our camera.
- **Information about transactions made on TAPP or the Service.** If you use TAPP or the Service for purchases or other financial transactions (such as when you make a purchase to a paid feature), we collect information about the purchase or transaction. This includes payment information, such as your credit or debit card number and other card information; other account and authentication information; and billing shipping and contact details.
- Things others do and information they provide about you. We also receive and analyze content, communications and information that other people provide when they use TAPP and the Service. This can include information about you, such as when others share or comment on a photo of you, send a message to you, or send you a invitation link.

Device Information.

As described below, we collect information from and about computers, phones and other web-connected devices you use that integrate with TAPP and the Service, and we combine this information across different devices you use. For example, we use information collected about your use of TAPP and the Service on your phone to

better personalize the features you see when you use TAPP and the Service on another device, such as your laptop or tablet.

Information we obtain from these devices includes:

- **Device attributes:** information such as operating system, device type, hardware and software versions.
- **Device operations:** information about operations and behaviors performed on the device such as whether a window is foregrounded or backgrounded, or mouse movements (which can help distinguish humans from bots).
- **Identifiers:** unique identifiers, device IDs or Family Device IDs.
- **Data from device settings:** information you allow us to receive through device settings you turn on, such as access to your GPS location, camera or photos.
- **Network and connections:** information such as the name of your mobile operator or ISP, language, time zone, mobile phone number, IP address, and connection speed.

2. How We Use Your Information

We use the information we have (subject to choices you make) as described below and to provide and support TAPP and the Service described in the [Terms of Use](#). Here's how:

Provide, personalize and improve TAPP and the Service.

We use the information we have to deliver TAPP and the Service, including to personalize features and content (including the TAPP Feed and TAPP Search) and make suggestions for you on TAPP and the Service. To create personalized features that are unique and relevant to you, we use your connections preferences, interest and activities based on the data we collect and learn from you and others; how you use and interact with TAPP and the Service, and the people, places, or things you're connected to and interested in on TAPP and the Service. Learn more about how we use information about you to personalize your experience on TAPP and the Service, including features, content and recommendations in TAPP and the Service.

- **Location-related information:** We use location-related information-such as precise location (if you've allowed us to collect it), IP addresses, and information from your and other's use of TAPP and the Service (such as events you attend).
- **Product research and development:** We use the information we have to develop, test, and improve TAPP and the Service, including by conducting surveys and research, and testing and troubleshooting new features.

Promote safety, integrity and security.

We use information we have to verify accounts and activity, combat harmful conduct, detect and prevent spam and other bad experiences, maintain the integrity of TAPP and the Service, and promote safety and security on and off of TAPP and the Service. For example, we use data we have to investigate suspicious activity or violation of our terms or policies.

Communicate with you.

We use the information we have to send you marketing communications, communicate with you about TAPP and the Service, and let you know about our policies and terms. We also use your information to respond to you when you contact us.

3. How is this information shared?

Your information is shared with others in the following ways:

Sharing on TAPP and the Service

People and accounts you share and communicate with.

When you share and communicate using TAPP and the Service, you choose the audience for what you share. For example, when you post on TAPP and the Service, you select the audience for the post, such as a group, all groups, all connections, or a customized selection of people. Similarly, when you use chat to communicate with people or businesses, those people or businesses can see the content you send through chat. Your network can also see certain actions that you have taken on TAPP and the Service. For example, when you create an album and all the content in your album is set to you only, your network can still see the album you created but your network can not see any of the content that you've set to "only me".

Content others share or reshare about you.

You should consider who you choose to share with, because people in your network can see your activity on TAPP and the Service and can choose to share it with others on and off TAPP and the Service, including people and businesses outside the network you shared with. For example, when you share a post or send a message to specific friends or accounts, they can download, screenshot, or reshare that content on or off TAPP and the Service, in person. Also, when you comment or a reaction is visible to anyone who can see the other person's content, and that person can add other people to their network later.

People can also use TAPP and the Service to create and share content about you with people in their network. For example, people can share a photo of you in their feed, mention or tag you at a location in a post, or share information about you in their captions or messages.

Information about your active status or presence on TAPP and the Service.

People in your network can see signals telling them whether you are active on TAPP. For example, in chat when you message someone and they happen to be on TAPP and the Service, you will see a green dot indicating that they are currently on TAPP and the Service.

Devices and operating systems.

Devices and operating systems providing native version of TAPP and the Service (i.e. iOS and Android) will have access to all information you choose to share with them, including information your friends share with you, so they can provide core functionality to you.

New owner.

If the ownership or control of all or part of TAPP and the Service or its asset changes, we may transfer your information to the new owner.

Sharing with Third-Party Partners

We work with third party partners who help us provide and improve TAPP and the Service, which makes it possible to operate TAPP and the Service and provide free and paid services to people who use our features and tools.

Partners offering goods and services in TAPP and the Service.

When you buy something from a seller in TAPP and the Service, the seller can receive your public information and other information you share with them, as well as the information needed to complete the transaction, including shipping and contact details.

Service providers.

We provide information and content to service providers who support our business, such as by providing technical infrastructure services, analyzing how TAPP and the Service are used, providing customer service, facilitating payments or conducting surveys.

Law enforcement or legal requests.

We share information with law enforcement or in response to legal requests in the circumstances outlined below.

4. How can I manage or delete information about me?

We provide you with the ability to access, rectify, port and erase your data. We store data until it is no longer necessary to provide TAPP and the Service, or until your account is delete — whichever comes first. This is a case-by-case determination that depends on things like the nature of the data, why it is collected and processed, and relevant legal or operational retention needs. If you submit a copy of your government-issued ID for account verification purposes, we delete that copy 30 days after review, unless otherwise stated.

When you delete your account, we delete things you have posted, such as your photos and albums, and you won't be able to recover that information later. Information that others have shared about you isn't part of your account and won't be deleted. If you don't want to delete your account immediately, you have the option to deactivate the account for 30 days before your account is deleted. To delete your account at any time, please see [delete my TAPP account](#) in your settings on TAPP and the Service.

5. How do we respond to legal requests or recent harm?

We access, preserve and share your information with regulators, law enforcement or others:

- In response to a legal request (like a search warrant, court order or subpoena) if we have a good faith belief that the law requires us to do so. This may include responding to legal requests from jurisdictions outside of the United States when we have a good-faith belief that the response is required by law in that jurisdiction, affects users in that jurisdiction, and is consistent with internationally recognized standards.
- When we have a good-faith belief it is necessary to: detect, prevent and address fraud, unauthorized use of TAPP and the Service, violations of our terms or policies, or other harmful or illegal activity; to protect ourselves (including our rights, property, TAPP and the Service), you or others, including as part of investigations or regulatory inquiries; or to prevent death or imminent

bodily harm. For example, if relevant, we provide information to and receive information from third-party partners about the reliability of your account to prevent fraud, abuse and other harmful activity on and off TAPP and the Service.

Information we receive about you (including financial transaction data related to purchases made on TAPP and the Service) can be accessed and preserved for an extended period when it is the subject of a legal request or obligation, governmental investigation, or investigations of possible violations of our terms or policies, or otherwise to prevent harm. We also retain information from accounts disabled for terms violations for at least a year to prevent repeat abuse or other term violations

6. How do we operate and transfer data as part of our global services?

We share information globally, both internally within TAPP and the Service, and externally with those you connect and share with around the world in accordance with this policy. Your information may, for example, be transferred or transmitted to, or store and processed in the United States for purposes described in this policy. These data transfers are necessary to provide services set forth in the [Terms of Use](#) and to globally operate and provide TAPP and the Service to you. We utilize standard contract clauses, rely on the European Commission's adequacy decisions about certain countries, as applicable, and obtain your consent for these data transfers to the United States.

7. How will we notify you of changes to this policy?

We'll notify you before we make changes to this policy and give you the opportunity to review the revised policy before you choose to continue using TAPP and the Service with the email address you used to set up your TAPP account.

8. How to contact us with questions

You can learn more about how privacy works on TAPP, please review the Privacy Policy. If you have questions about his policy, you can contact us as described below:

You can email us at privacy@tapp.world or by mail at:

TAPP INC.
ATTN: Privacy Operations
325 N Maple Drive, #5138
Beverly Hills, CA 90209

Privacy Notice for California Residents

If you are a California resident, you can learn more about your consumer privacy rights by reviewing the [California Privacy Notice](#).

Privacy Notice for Nevada Residents

If you are a Nevada resident, you can learn more about your consumer privacy rights by reviewing the [Nevada Privacy Notice](#).