This document contains privacy policies and info on what kind of data do Twitter,Facebook, Instagram etc collect. In the end of this document I suggest what we should do with Pitchdea's policies.

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# Twitter

## Information Collection and Use

Source: <https://twitter.com/privacy>

"In the event that Twitter is involved in a bankruptcy, merger, acquisition, reorganization or sale of assets, your information may be sold or transferred as part of that transaction."

"We may share or disclose your non-private, aggregated or otherwise non-personal information, such as your public user profile information, public Tweets, the people you follow or that follow you, or the number of users who clicked on a particular link"

"We do not knowingly collect personal information from children under 13"

## Information Sharing and Disclosure

**Registration Information** name, username, password, and email address

**Additional Information** biography, location, your website, your picture, cell phone number. Cell phone number can be used to "send you information about our Services or to market to you"

**Tweets, Following, Lists and other Public Information** time when you tweeted, tweets you mark as favorites or Retweet and "many other bits of information that result from your use of the Services". Tweets may be searchable by search engines.

**Location Information** You may choose to publish your location in your Tweets or enable your computer or mobile device to send Twitter your location information

**Links** Twitter may track how you interact with links by redirecting clicks or through other means. This is done to provide more relevant advertising and to "be able to share aggregate click statistics such as how many times a particular link was clicked on."

**Cookies** may be used to collect additional website usage data, both persistent cookies and session cookies may be used.

**Log Data** IP address, browse type, operating system, pages visited, location, mobile carrier, device. Your Log Data will be removed after 18 months

**Widget Data** We may tailor content for you based on your visits to third-party websites

**Third-Parties** Hosting, blogs, wikis, Google Analytics may collect data your browser sends, third-parties can share information with Twitter to for example tailor ads. Tailored ads option can be turned off.

# FACEBOOK

## What data does Facebook collect

Source: <https://www.facebook.com/about/privacy/your-info>

Registration information, data you have shared, your data someone else shared (tagged to picture etc), name, profile picture, gender, friend network, date of birth, pictures and videos (all the metadata like time, date, location). IP address, browser, ISP, location (e.g. based on GPS ), the games you play, the application you use, other websites you use, the device you use facebook with (mobile, laptop, pc), time and date when you log in to facebook and how long you stayed, your operating system, other data from facebook partners, advertisers and customers. Facebook also collects what the searches you do in Facebook and may collect the content of your devices cache memory (välimuisti)

When facebook gets your GPS location they will link it to other location data they have gotten from you. They will keep this for as long as they deem necessary.

## Distributing user data

"Annamme tiedot mainoskumppaneillemme tai asiakkaillemme vasta, kun olemme poistaneet nimesi ja muut tiedot, joiden perusteella henkilöllisyytesi voisi tunnistaa, tai kun olemme yhdistäneet tiedot muiden henkilöiden tietoihin siten, ettei niitä voi enää yhdistää sinuun."

Data that is always public (thus free to distribute): name, profile picture, cover picture, friend network, gender, user name

## Using collected data

"--tietoja palveluissa ja toiminnoissa, joita tarjoamme sinulle ja muille käyttäjille, kuten kavereillesi, yhteistyökumppaneillemme, sivustosta mainostilaa ostaville mainostajille ja kehittäjille, --"

can be used for: providing location services, protecting facebook's or other parties' rights, measuring impact of advertisement and analysing your reactions, (showing you advertisements you might be interested in).

## Deleting your account

Deletion usually takes one month, and some backup data can stay in the logs for 90 days. Your writing on the groups or sending messages will not be deleted when you delete your account.

"Tiettyjen tietojen osalta saatamme myös antaa sinulle lisätietoja niihin sovellettavista erityisistä tietojensäilytyskäytännöistä."

# Instagram

## What data does Instagram collect

**Directly provided information** username, password, e-mail, profile information, user content, communications between you and Instagram.

**Analytics information** Third-party software data about traffic, usage trends and other data your device sends such as add-ons and the web pages you visit.

pixels, web beacons and local storage maybe be used to collect information in how you use Instagram

**Log File information** IP address, browser type, referring/exit pages, URLS, number of clicks, domain names, landing pages, pages viewed and other such information.

"We may also collect similar information from emails sent to our Users which then help us track which emails are opened and which links are clicked by recipients. "

**Device identifiers** we may access, collect, monitor, store on your device, and/or remotely store one or more device identifiers which uniquely identify your devices. A device identifier may deliver information to us or to a third party partner about how you browse and use the Service and may help us or others provide reports or personalized content and ads

**Metadata** location, comments etc linked to a photo.

## Using collected data

**remember information so you will not have to re-enter it**

**provide personalized content and information to you and others, which could include online ads or other forms of marketing**

**provide, improve, test, and monitor the effectiveness of our Service**

**develop and test new products and features**

**monitor metrics such as total number of visitors, traffic, and demographic patterns**

**automatically update the Instagram application**

## Sharing of your information

cookie data with third-party advertising partners

We also may share your information as well as information from tools like cookies, log files, and device identifiers and location data, with third-party organizations to deliver targeted advertisements.

We may remove parts of data that can identify you and share anonymized data with other parties. We may also combine your information with other information in a way that it is no longer associated with you and share that aggregated information.

In the case Instagram is sold or otherwise transferred, your data might be sold or transferred.

# Pitchdea, what we could do

Emphasize that the data we collect is depersonalized and only contains group information. For example that there are 50 people between the ages 20-30 that like this idea.

We will never sell or display your personalized data to 3rd parties