

Privacy policy

We are committed to protecting your privacy through our compliance with this privacy policy (“Policy”, “Privacy Policy”). Described in this Policy are the types of information you may provide or we may collect from you (“Personal Information”) in the “Straightener” Application (“Application”, “Service”) and any of its related products and services (collectively, “Services”), and the practices by which we collect, use, maintain, protect, and disclose said Personal Information. This Policy also describes your available choices regarding our use of your Personal Information and how you can access and update your Personal Information.

This Policy is a legally binding agreement between you (“User”, “you” or “your”) and this Application developer, Straightener, LLC (“Operator”, “we”, “us”, “ourselves”, or “our”). If you are entering into this agreement on behalf of a business or other legal entity, you represent that you have the authority to bind such entity to this agreement, in which case the terms “User”, “you” or “your” shall refer to such entity. If you do not have such authority, or if you do not agree with the terms of this agreement, you must not accept this agreement and may not access and use the Application and Services. By accessing and using the Application and Services, you are acknowledging that you have read, understood, and agree to be bound by the terms of this Policy. This Policy does not apply to the practices of companies that we do not own or control, or to individuals that we do not employ or manage.

Automatic collection of information

Our servers will automatically record information that your device sends while using the Application. This information may include:

- Device IP address and location,
- Device name and version,
- Which operating system you use and which version you are using
- Language preferences
- In-app search information
- Application access times and dates
- In-app tags that you have favorited and/or interact with the most

This information will only be used to identify potential cases of abuse and record statistical information regarding the usage of the Application and Services. Statistical information will not be aggregated in such a way that would identify any particular User. Information gathered for cases of abuse will also remain anonymous to avoid any potential bias from a moderator.

Collection of personal information

When signing-up for the Service you will be asked to provide your full name, birthdate, phone number, occupation, and your city/state of residence. Your name, age, occupation, and city/state of residence will be displayed on your profile. However, your birthdate and phone number will be kept private. You will also be asked to create a password which, in conjunction with your phone number, will be used to sign-in to your account. If you do not wish to provide us with this information you will be unable to use the Service.

We receive and store any information you knowingly provide to us when you create an account, publish content, or fill any forms in the Application. When required, this information may include the following:

- Account details (such as user name, unique user ID, password, etc)

- Contact information (such as email address, phone number, etc)
- Basic personal information (such as name, city of residence, state of residence, etc)

You may choose not to provide us with your Personal Information, however this will prevent you from taking advantage of some or all of the features in the Application. You are welcome to contact us with any inquiries regarding what information is mandatory.

Privacy of children

We do not allow anyone under the age of 18 to sign-up for or utilize our Service. As such we do not knowingly collect data from any persons under 18. If you are under the age of 18, please do not attempt to sign-up for or submit Personal Information to the Service. If you have reason to believe a person under the age of 18 has submitted Personal Information to us, or signed-up for the Service, thereby submitting Personal Information through the sign-up method, please contact us to request that we delete the child's account and Personal Information. Contact methods are listed at the end of this Privacy Policy.

We ask that parents and legal guardians help protect their children online and enforce this Privacy Policy by monitoring their children's Internet usage and preventing them from utilizing our Service.

Use and processing of collected information

When handling Personal Information, we will be acting as a data controller and data processor unless a data processing agreement has been entered between us. In such a case, you would be the data controller and we would be the data processor.

Our role may be dictated by the specific situation involving Personal Information. When we ask you to submit your Personal Information, necessary to ensure your access and usage of the Application and Services, we will be acting in the capacity of a data controller. We are acting as a data controller in these instances because we determine the purposes and means of processing the Personal Information.

We act in the capacity of a data processor in situations when you submit Personal Information through the Application and Services. We do not own, control, or make decisions about the submitted Personal Information, and such Personal Information is processed only in accordance with your instructions. In such instances, the User providing Personal Information acts as a data controller.

When you submit Personal Information through the Application and Services, we will be acting in the capacity of a data processor. Such Personal Information will be processed only in accordance with your instructions. We claim no ownership or control, and make no decisions about the submitted Personal Information.

It may be necessary for us to collect and use your Personal Information to either make the Application and Service available to you, or to meet legal obligations. Should you fail to provide the requested Personal Information, the requested products or services may be unavailable to you. Collected information may be used for purposes including, but not limited to:

- Customer Support and response to inquiries
- Enforcement of terms and conditions
- Prevention of harm and response to legal requests
- Operation and running of Application and Services

We process your Personal Information depending upon how you interact with the Application and Services, your location in the world, and if one of the following applies: (i) consent has been granted by you for any specific purposes; (ii) the performance of an agreement necessitates upon the provision of information and/or for any pre-contractual obligations thereof; (iii) it is necessary to process information in order to comply with a legal obligation to which you are subject; (iv) processing relates to tasks being carried out in the public interest or in the exercising of our vested official authority; (v) it is necessary to process information for the legitimate use pursued by us or a third party. Some Personal Information may be combined or aggregated to serve the User better and improve the Application and Services.

Be aware that under some legislation it may be allowed for us to process information until such a time as you object to processing by opting out, without us having to rely on consent or any other legal bases. However, should you ask, we would clarify the specific legal basis applying to the processing, and whether the provision of Personal Information constitutes a statutory or contractual requirement, or a necessary requirement to enter into a contract.

Disclosure of information

We value the privacy of the User, and as such, in an effort to maintain the highest level of privacy and fullest protection of Personal Information, we do not share your Personal Information with any third party entity.

That said, any collected or received Personal Information may be disclosed if required or permitted by law, in such a case as to comply with a subpoena or similar legal processes, and when in good faith we believe such disclosure is necessary to protect the rights and safety of ourself and others, investigate fraud, or response to request by the government.

We may, however, receive information about you from third party sources and aggregate that information with the information we already have about you. This information may include your interests, demographic, or the interest of an advertiser to show you an ad.

Retention of information

Your Personal Information will be retained and used by us for the period necessary to comply with our legal obligations, enforcement of our agreements, and dispute resolution, and unless a longer retention is permitted or required by law.

Aggregated data, derived from or incorporating your Personal Information, may be continue to be used after you update or delete it, but never in a way that would identify you personally. Personal Information will be deleted upon the retention period's expiration. Therefore, once the retention period has expired, the rights to access, erasure, rectification, and data portability of Personal Information will no longer be able to be enforced.

Push notifications

When first starting the app, you will may prompted to enable push notifications on your device. This prompt may be denied if you so choose. We rely on the unique device token issued by your operating system to ensure that push notifications reach the correct devices. At any point, we may access a list of device tokens; however, these tokens will not reveal your identity, unique device ID, or your information to us. At any time, push notifications may be disabled in your device's notification settings.

Links to other resources

Contained in the Application and Services are links to other resources, such as through advertisements, that we neither own nor control. We are not responsible for the privacy practices

of these other resources or third party entities. Upon leaving the Application to follow these links, you are encouraged to take caution and read the privacy policy of each resource in an effort to protect your Personal Information.

Information security

Information that you provide will be secured on computer servers location in controlled, safe environments, where they are sheltered from unauthorized access, use, or disclosure. Reasonable administrative, technical, and physical safeguards are maintained by us in order to protect against unauthorized usage, modification, and disclosure of Personal Information.

While we strive to protect your Personal Information, you acknowledge that (i) the Internet contains security and privacy limitation beyond our control; (ii) we are unable to guarantee the security, integrity, and privacy of any and all data and information exchanged between you and the Application, and Services cannot be guaranteed; and (iii) any such data and information may be viewed or tampered with in transit by a third party, despite best efforts.

We want it to be known that the security of Personal Information is, in part, dependent upon the security of the User's device and credentials and, as such, we request that the User takes appropriate measures to protect their device and credentials.

Data breach

Should the security of the Application and Services become compromised or Users' Personal Information be disclosed to unrelated third parties, through external activity such as, security attacks or fraud, we reserve the right to take reasonably appropriate measures. These measures include, but are not limited to, investigation and reporting, as well as proper notification to and cooperation with law enforcement authorities. If we reasonably believe a data breach brings risk of harm to the User, or if notice is required by law, we will make reasonable efforts to bring this to the User's attention.

Changes and amendments

We reserve the right to modify this Policy or its terms related to the Application and Services at any time at our discretion. Upon revision, we will update users through the Application and change the date of revision at the bottom of this page. At our discretion, we may also provide you notice through your provided contact information.

Unless otherwise specified, updated versions of this Policy will become effective immediately once the revised policy has been posted. Continuing to use the Application and Services after the effective date of the revised Policy constitutes your consent to those changes. You are responsible for reading ensuring you understand the revised Policy. However, we will not, without your consent, use your Personal Information in a manner materially different than what was stated at the time your Personal Information was collected.

California Consumer Privacy Act

Residents of California have additional rights under the California Consumer Privacy Act (CCPA) which requires us to provide additional information about what types of Personal Information we gather and share, and how and why we collect said Personal Information.

In our last 12 months we have collected the following categories of information from California residents:

- Device IP address and location,
- Device name and version,

- Which operating system you use and which version you are using
- Language preferences
- In-app search information
- Application access times and dates
- In-app tags that you have favorited and/or interact with the most

California residents also have the right to request access to or deletion of Personal Information that we have collected upon them. Further, they have the right to request information about our data collection practices. Finally, they hold the right to not be discriminated against for exercising these rights.

Acceptance of this policy

You acknowledge that you have read this Policy and agree to the terms and conditions laid out herein. By accessing and utilizing the Application and Services, and submitting your information, you are agreeing to be bound by this Policy. If you do not agree to abide by the terms of this Policy, you are not authorized to access or use the Application and Services.

Contacting us

We encourage you to contact us using the details below should you hold any questions, concerns, or complaints regarding this Policy or the details we hold about you. If you would like to exercise your rights, you may also contact us through the same methods.

(281) 848-8398

We will make every reasonable effort to resolve your complaints or honor the exercising of your rights in as quick a manner as possible within the time provided by applicable data protection laws.

This document was last updated on February 17, 2022