

PRIVACY PRACTICES FOR THE APPLICATION

This privacy policy, along with the OneLouder Privacy Policy (available at www.onelouder.com/privacy), governs our data practices in connection with your use of the 1Weather application on your mobile device. 1Weather is created by OneLouder Apps Inc., a subsidiary of Pinsight Media +, Inc. ("OneLouder", "we", "us" or "our"). Pinsight Media +, Inc. is a wholly owned subsidiary of InMobi Pte. Ltd.

What information does the Application obtain and how is it used?

We collect personal information about you in various ways as further set out in this Policy. We may also get information from other sources and may combine it with information we collect about you. Personal information includes information that may identify you, and does not include aggregate or anonymous information.

With your consent, in addition to information collected by the application to provide relevant weather-related information, we also collect certain information from users, including location information, data connection status and success/failure of connection. **This information does not identify you personally and may be used to improve our services and for network analysis.**

User Provided Information – The Application obtains the information you provide when you download and use the Application. We may ask that you provide: (a) your name, email address, age, user name, password and other registration information; (b) transaction-related information, such as when you make purchases, respond to any offers, or download or use applications from us; (c) information you provide us when you contact us for help; and (d) information you enter into our system when using the Application, such as contact information and project management information. We may also use the information you provided us to contact you from time to time to provide you with important information, required notices and marketing promotions.

Application Collected Information - In addition, the Application may in its operation collect certain information, such as: the type of mobile device you use, **mobile device identifiers**, such as the resettable advertising identifier assigned to your device, the IP address of your mobile device, the location of your device, your mobile operating system, Wi-Fi mac address in your area, the type of mobile Internet browsers you use, and information about the way you use the Application. See “Automatic Data Collection and Advertising” section for examples.

Does the Application collect precise real time location information of the device?

Yes. This application does collect information about the location of your device. We collect location information using network triangulation, GPS and Wi-Fi IP address to determine your general device location.

We use your location information to provide you with weather forecasts and other weather information for your area, nearby weather related tweets from Twitter and pertinent localized advertising to you within the application.

We also may collect location information and other diagnostic information through the Application for network analytics and troubleshooting purposes. This data is not associated with your name, email address or phone number. We may share such location data with service providers and affiliates for improving our services, data analytics and for targeted advertising.

You may at any time opt-out from further allowing the Application to have access to your location data by:

- deactivating Location in Settings on your Android device.
- deleting the application from your device.

Do third parties see and/or have access to information obtained by the Application?

Yes. We may share your information with third parties generally in the ways that are described in this privacy statement. We may disclose User Provided and Automatically Collected Information:

- as required by law, such as to comply with a subpoena, or similar legal process
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request
- with our trusted services providers who have agreed to adhere to the principles set forth in this privacy statement and provide for adequate technical measures in accordance with applicable privacy laws
- with third party advertising networks and analytics companies as described below under the Section entitled Automatic Data Collection and Advertising
- with affiliated companies for their business purposes including data analytics and targeted advertising (subject to adherence to any legal or regulatory directives)

Automatic Data Collection and Advertising

We may use tools or third party analytical software to collect and use certain user data which are not limited to: (i) mobile device identifiers, such as the resettable advertising identifier assigned to your device; (ii) mobile device type and device properties; (iii) mobile device software platform and firmware; (iv) mobile phone carrier; (v) geographical data; and (vi) other non-personal data as reasonably required by us to enhance our services. These data sets help us in improving our services to ensure they are more tailored to your interest.

We reserve the right to use and disclose the collected data in an anonymized and obfuscated way for purposes of advertisement by us or our partners. We do not pass any personally identifiable information such as your name, phone number or email address to other ad networks or advertisers.

We may work with analytics companies to help us understand how the Application is being used, such as the frequency and duration of usage. We also work with advertisers and third party advertising companies that collect information about how you interact with advertising and content provided in the Application, which helps us keep the cost of the Application free. Advertisers and advertising companies use some of the information collected by the Application, including the advertising identifier assigned to your mobile device to serve advertisements that are targeted to your interests in the Application. These third parties may also obtain anonymous information about other applications you've downloaded to your mobile device, the mobile websites and applications you visit, and your location in order to help analyze user behavior and serve targeted advertising on the Application and on other applications and websites. To learn how to opt out of the use of information collected from this Application for targeted advertising purposes, please see the "Managing Your Information" section of this policy. If you have allowed us to collect information about your location, we may share it with our ad network partners in order to tailor the ads we display. The paid "Pro" versions of this app do not contain advertising and will not use your data in this way. The advertising SDK

(software development kit) will still collect the information but will not use it to serve you targeted advertisements. If you have questions or concerns about this, please contact privacy@onelouder.com.

Mobile Advertising Program – We partner with various mobile carriers on their Mobile Advertising Programs. If you have opted in to your carrier’s Mobile Advertising Program, your network data may be used to serve ads targeted to your interests as described in your carrier’s privacy policy.

If you’d like to opt-out from third party use of this type of information to help serve targeted advertising, please visit the section entitled “Managing Your Information” below.

Managing Your Information

You may at any time opt-out from further allowing us to have access to your location data by;

- deactivating Location in Settings on your Android device

You can stop all collection of information by the Application easily by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or via the mobile application marketplace or network.

In the event you have uninstalled the Application and want us to stop using your User Provided Information, please submit a thorough description at privacy@onelouder.com and we will respond to your request in a reasonable period of time. We only retain User Provided Information as described in our Retention Policy below.

To opt out of the use of information collected by our advertising partners across different applications to serve ads that are targeted to your interests, please consult the settings available on your device (“Opt out of interest-based ads” on your Android device or “Limit Ad Tracking” on your iPhone or iPad). To learn more about interest-based advertising based on web browsing activity and to opt out of advertising based on your web browsing activities by companies that participate in the Digital Advertising Alliance, please visit aboutads.info.

Business Transfers

Personal information about you may be disclosed as part of any merger, acquisition, or sale of company assets. In the unlikely event of an insolvency, bankruptcy or receivership, personal information may also be transferred as a business asset.

Children

We do not use the Application to knowingly collect or solicit data from or market to children under the age of 13 in the United States. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at privacy@onelouder.com. We will delete such information from our files within a reasonable time.

Security

We are concerned about safeguarding the confidentiality of your personal information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve our Application. Please be aware that, although we endeavour to provide reasonable security for personal information we process and maintain, no security system can prevent all potential security breaches.

Data Retention Policy

We will retain User Provided data for as long as you use the Application and for a reasonable time thereafter. We will retain Automatically Collected information for up to 13 months and thereafter may store it in aggregate, as necessary for internal analytical purposes, to comply with legal obligations, resolve disputes and enforce agreements. If you'd like us to delete User Provided Data that you have provided via the Application, please contact us at privacy@onelouder.com and we will respond in a reasonable time. Please note that some or all of the User Provided Data may be required in order for the Application to function properly.

Changes

This Privacy Policy may be updated from time to time for any reason. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy here: <http://1weatherapp.com/privacy> and as applicable, if the application obtains email and/or phone number, informing you via email or text message. You are advised to consult this Privacy Policy regularly for any changes.

Your Consent

By using the Services, you are consenting to our processing of User Provided and Automatically Collection information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information. By using the Application and providing information to us, you consent to processing and transfer of your information in and outside of the US, subject to applicable privacy laws and regulatory directives.

Contact Us – If you have any questions regarding privacy while using the Application, or have questions about our practices, please submit a thorough description at privacy@onelouder.com.