

Burbn Inc. ("Burbn") operates several websites including instagr.am, instagram.com, and burbn.com. It is Burbn's policy to respect your privacy regarding any information we may collect while operating our websites.

Website Visitors

Like most website operators, Burbn collects non-personally-identifying information of the sort that web browsers and servers typically make available, such as the browser type, language preference, referring site, and the date and time of each visitor request. Burbn's purpose in collecting non-personally identifying information is to better understand how Burbn's visitors use its website. From time to time, Burbn may release non-personally-identifying information in the aggregate, e.g., by publishing a report on trends in the usage of its website.

Burbn also collects potentially personally-identifying information like Internet Protocol (IP) addresses for logged in users and for users leaving comments on Instagram posts. Burbn only discloses logged in user and commenter IP addresses under the same circumstances that it uses and discloses personally-identifying information as described below, except that blog commenter IP addresses are visible and disclosed to the administrators of the blog where the comment was left.

Gathering of Personally-Identifying Information

Certain visitors to Burbn's websites choose to interact with Burbn in ways that require Burbn to gather personally-identifying information. The amount and type of information that Burbn gathers depends on the nature of the interaction. For example, we ask visitors who sign up for an account on <http://instagram.com> to provide a username and email address. In each case, Burbn collects such information only insofar as is necessary or appropriate to fulfill the purpose of the visitor's interaction with Burbn. Burbn does not disclose personally-identifying information other than as described below. And visitors can always refuse to supply personally-identifying information, with the caveat that it may prevent them from engaging in certain website-related activities.

Aggregated Statistics

Burbn may collect statistics about the behavior of visitors to its websites. Burbn may display this information publicly or provide it to others. However, Burbn does not disclose personally-identifying information other than as described below.

Protection of Certain Personally-Identifying Information

Burbn discloses potentially personally-identifying and personally-identifying information only to those of its employees, contractors and affiliated organizations that (i) need to know that information in order to process it on Burbn's behalf or to provide services available at Burbn's websites, and (ii) that have agreed not to disclose it to others. Some of those employees, contractors and affiliated organizations may be located outside of your home country; by using Burbn's websites, you consent to the transfer of such information to them. Burbn will not rent or sell potentially personally-identifying and personally-identifying information to anyone. Other than to its employees, contractors and affiliated organizations, as described above, Burbn discloses potentially personally-identifying and personally-identifying information only when required to do so by law, or when Burbn believes in good faith that disclosure is reasonably necessary to protect the property or rights of Burbn, third parties or the public at large. If you are a registered user of a Burbn website and have supplied your email address, Burbn may occasionally send you an email to tell you about new features, solicit your feedback, or just keep you up to date with what's going on with Burbn and our products. We primarily use our various product blogs to communicate this type of information, so we expect to keep this type of email to a minimum. If you send us a request (for example via a support email or via one of our feedback mechanisms), we reserve the right to publish it in order to help us clarify or respond to your request or to help us support other users. Burbn takes all measures reasonably necessary to protect against the

unauthorized access, use, alteration or destruction of potentially personally-identifying and personally-identifying information.

Cookies

A cookie is a string of information that a website stores on a visitor's computer, and that the visitor's browser provides to the website each time the visitor returns. Burbn uses cookies to help Burbn identify and track visitors, their usage of Burbn website, and their website access preferences. Burbn visitors who do not wish to have cookies placed on their computers should set their browsers to refuse cookies before using Burbn's websites, with the drawback that certain features of Burbn's websites may not function properly without the aid of cookies.

Ads

Ads appearing on any of our websites may be delivered to users by advertising partners, who may set cookies. These cookies allow the ad server to recognize your computer each time they send you an online advertisement to compile information about you or others who use your computer. This information allows ad networks to, among other things, deliver targeted advertisements that they believe will be of most interest to you. This Privacy Policy covers the use of cookies by Burbn and does not cover the use of cookies by any advertisers.

Privacy Policy Changes

Although most changes are likely to be minor, Burbn may change its Privacy Policy from time to time, and in Burbn's sole discretion. Burbn encourages visitors to frequently check this page for any changes to its Privacy Policy. Your continued use of this site after any change in this Privacy Policy will constitute your acceptance of such change.