



# Privacy Policy

Effective: August 31, 2014

Breecz is a U.S. company and subject to U.S. laws and jurisdiction. This Privacy Policy (and any other terms, policies, or guidelines we provide to you) are only available in English.

Breecz ("**Breecz**", "**we**", "**us**", or "**our**") provides a **Service** to share content including but not limited to photos, videos, and written text. Any information you ("**you**", "**your**", "**user(s)**", "**blogger(s)**", "**visitor(s)**", "**viewer(s)**", "**blog publisher(s)**", "**blog owner(s)**", or "**they**") share on the Service is public by default.

This Privacy Policy describes how and when Breecz collects, uses, and shares your information when you use the service. Breecz users can use Third Party Services to access content such as photos and videos to showcase on the blogs they create on Breecz. This Privacy Policy does not apply to the privacy practices of the third parties.

Additionally, what Breecz bloggers do and publish on their Breecz blogs are not owned, controlled or managed by us or governed by this Privacy Policy. We are not responsible for the collection and use practices of our individual blogs and bloggers. Please review our content policy for content guidelines and options to report on them.

## What Information We Collect

We collect the following information about you to provide our service and improve it.

**Account Information:** When you sign up for your Breecz account, we collect your email address, password and name. We use your email address to verify your account and communicate with you. Your name is visible to all visitors who view content on your blog(s). Additionally you can provide us a 250 character or less short write-up about yourself in your account settings ([learn about account settings](#)), that will be publicly visible in your profile ([learn how](#)).

**Email Communications With Us:** Breecz may occasionally send you news and updates on your registered email address. You can opt-out from receiving news and updates emails from Breecz from you account settings.

We may sometimes need to contact you by email for reasons including but not restricted to administrative information, and changes to our terms and policies. You cannot opt out of such communications.

**Email Communications With Breecz Users:** We allow users with a Breecz account to communicate with each other. However we do not provide a messaging service. An user may send a message ([learn how](#)) to another user which will be communicated as an email to the recipient user's email address registered with Breecz. There is no way to view, or respond to the messages from within the Breecz service. Further communication between the users has to be done outside of Breecz. Individual users can opt-out from receiving messages from other Breecz users from their account settings.

Users sending a message to another user in Breecz will have to disclose their email address registered with Breecz, to the recipient user, without knowing the recipient user's email address. The message sent to the recipient user's email address will be go "From" the sending user's email address registered with Breecz, so that the recipient user can respond back to the sender if they wish to.

**Information About Your Account On Third Party Services:** You can link your Breecz account with several Third Party Services ([learn how](#)) for using photos and videos (and possibly other types of contents in future) you maintain with those Third Party Services (or uploaded into the Third Party Service from Breecz) in your Breecz blog(s). You may be required to log into the Third Party Service to authorize Breecz to use your information from the Third Party Service. We will receive a token from the Third Party Service representing your identity with the Third Party Service and your consent for Breecz to obtain your information from the Third Party Service. We will store the token with your account information for you to be able to view and use your contents from the Third Party Service in your blog(s). Such tokens are often issued for a specific validity period beyond which you have to link your Breecz account again to the Third Party Service. Some Third Party Services issue a "refresh token" during the initial authorization that can be used to obtain a new token (without you having to re-link Breecz to the Third Party Service) after the earlier token expires. Where possible we will store and use a "refresh token"

to keep your Breecz account linked to the respective Third Party Service until you unauthorize Breecz from your Breecz account settings to use the Third Party Service.

Additionally we obtain and store the "name" that you may have maintained with the Third Party Service you link to Breecz. Your "name" with a specific Third Party Service may be referred by them as "Name", "Full Name", "Display Name", "Username" or other qualifiers. Your "name" with the Third Party Service is only viewable to you from within Breecz.

Once you link a Third Party Service with your Breecz Account, you will be able to view photos and videos (and possibly other contents in future) you maintain in those Third Party Services or have uploaded into those Third Party Services from Breecz (learn how). We will store a link to any content from a Third Party Service that you choose to use in your Breecz blog (learn how) to allow the content to be viewable from your Breecz blog. It is your responsibility to ensure that you have appropriate copyright ownership or permissions to use and share the content on your Breecz blog.

**User Content:** When you create any content on your Breecz blog, whether it is any content from a linked Third Party Service, or content embedded from any website (learn how) or content created and stored with Breecz; they are all publicly viewable by default. Content published and shared publicly is accessible to everyone, including search engines, and you may lose any privacy rights you might have regarding that content. While we allow contents to be kept private (learn how), permanent private contents are of little meaning in a public blog. If you are not comfortable sharing anything, you might as well not create it in Breecz in the first place or delete it.

Breecz allows users to link other breecz (these are users' breecz we are talking about not the Breecz service). All published breecz can be linked by you and other users in their Breecz blog(s) (learn how). However, linking breecz does not transfer copyright of the underlying content to the user who linked it.

**User Action On Content:** Breecz allows interactive actions such as Following a blog or Liking a breecz or a page, on all published content. We store the information for such actions and show them along with the content. Primarily it is the count of a specific type of action that is displayed for each content. However specific blog(s) Followed by an user is viewable to other visitors of Breecz from the user's profile. We use this information to personalize your experience with Breecz and also for continuous improvement of our service.

**Information Related To Use Of Breecz Service:** We collect information on the usage of the Breecz service by visitors with or without a Breecz account. This type of information along with information related to "User Actions on Content", as mentioned above, may be collected in our log files as well as in some third party services like Google Analytics, every time you interact with the Breecz service (for example, access a Breecz served web page from your browser, or click on buttons and links on a Breecz served web page). We may use this information from everybody who interacts with the Breecz service for a number of reasons including but not limited to enhancing user experience (by providing personalized content for example); improving our services and developing new ones by learning trends, and preferences; protecting our users and us from malicious or intrusive intents such as malware attacks, spams, copyright violations, and identity theft; general safety of our users; and for legal reasons (as mentioned below under "Information Disclosed For Our Protection And Protection Of Others").

**Information Related To Your Web Browser:** We may collect information about your web browser such as the type and version of your browser, the type of device you are using, the operating system and version you are running on your device, date and time when you access our service, and your device screen display information. We use this information to improve our services.

Some of the Third Party Services we use, such as Google Analytics, also collects web browser related information. This Privacy Policy does not govern the information collected by the Third Party Services.

**Information Related To Your Location:** We record the IP address (Internet Protocol Address) used for every access of the Breecz service, in our log files. Additionally we may collect the approximate geolocation associated with your IP Address. We use user geo location information to understand usage and trends, and add to or improve our service. Geo location may also be used for safety and legal reasons (as mentioned below under "Information Disclosed For Our Protection And Protection Of Others").

Some of the Third Party Services we use, such as Google Analytics, also collects location related information. This Privacy Policy does not govern the information collected by the Third Party Services.

**Cookies And Web Tags:** Cookies are text files containing information that may be sent to or saved by your web browser when you access a website. Breecz uses cookies to identify you and associate some of your Breecz account information to enable or disable certain user actions possible only by Breecz account holders (e.g., creating a new blog or editing your blog contents). Cookies can be disabled from your browser settings in which case Breecz won't be able to set or receive any cookies from your browser. However if you disable cookies for Breecz, you won't be able to log into your Breecz account and perform almost anything on Breecz.

Web tags or web beacons are codes or pixels embedded in a web page or email to track viewing of that web page or email. Breecz may add web tags to the emails it sends to you including messages sent to you from other Breecz users, to measure deliverability and effectiveness of various types of email communications we conduct with you.

Third Party Services we use, such as Google Analytics, Google+, Facebook, Twitter, LinkedIn, and Disqus (more Third Party services we use can be viewed in your account settings), may also place web tags and their own cookies on your web browser. This Privacy Policy does not govern the information collected by the Third Party Services.

## What Information You Share But We Do Not Collect

Breecz uses Third Party Services to extend some features and functionality. When you use these features and functionality, you are sharing information with third parties outside of Breecz. This privacy policy does not govern the collection of such information shared with Third Party Services through the Breecz service. It is your responsibility to read and understand the privacy policies of any of the Third Parties whose functionality you may want to use from the Breecz platform.

**Comments On User Content:** Breecz uses Disqus for allowing visitors to comment on contents published on Breecz blogs. Commenting on Breecz blog contents is not active by default. The blog owner will need to enable commenting ([learn how](#)) on their Breecz blog(s) for visitors to be able to comment on contents published on the users' Breecz blog(s). When you make a comment or reply to a comment on a content in a Breecz blog, the information is stored in Disqus with the blog owner's Disqus account. The visibility and storage of such information is dependent upon options available through Disqus, and the blog owner's utilization of those options. This Privacy Policy does not govern the information you share by using Disqus commenting feature on Breecz blogs.

**Other Information You Share With Third Parties:** Breecz allows access to Third Party Services through the Breecz service (e.g. by clicking on a hyperlink pointing to an external website or opening up a form presented by a Third Party). You can share information with those third parties (e.g. sharing content on Breecz to Facebook, Google+, LinkedIn or Twitter). Breecz does not track or collect the information you share by accessing such Third Party Services from within Breecz service.

## Information Retention

Breecz uses third party hosting partners to provide the infrastructure (hardware, software, networking, storage, email communication and related technologies) required for us to run the Breecz service. Our code, configuration and database is owned by Breecz. You have the complete rights on the content you create on Breecz. Rights on content from Third Party Services that you share on your Breecz blog(s) (as mentioned under "Information About Your Account On Third Party Services") are not governed by this Privacy Policy.

At anytime you may delete the content you have created on Breecz, including contents in your blogs, or in your Breecz account. However some of your information may not be completely removed from our systems (e.g. your information that has been archived in database backups, or your access record logged in our log files) even after you delete all or part of the contents you have created. Additionally some of your information (as mentioned above under "Information Related To Use Of Breecz Service", "Information Related To Your Location", and "Information Related To Your Web browser") are shared with Third Party Services such as Google Analytics. Such information and associated derived information (e.g. trends) may not be removed after you delete all or part of your content on Breecz.

## What Information We Share And Who We Share Them With

The information we collect about you is used to provide our service to you and improve it. Additionally we may use and share the information for the safety of our users and prevention of abuse. We do not sell personal information of our users to third parties. We also try to object to requests for access of information about users of our service, that we believe to be improper.

**Information Shared With The Public:** As mentioned above under "Account Information", "User Content", "User Action On Content", and "What Information You Share But We Do Not Collect" sections, most of the content you create or share on Breecz using features allowed on the Breecz service are shared publicly. Such information can be viewed by anybody and be indexed by search engines such as Google Search. Do not share anything on Breecz that you are not confident or comfortable with sharing publicly.

**Information Shared With Third Parties:** Breecz may send your information (as mentioned above under "Information Related To Use Of Breecz Service", "Information Related To Your Location", and "Information Related To Your Web browser") to Third Party Services such as Google Analytics.

We also allow Breecz blog owners to enable Google Analytics on their blogs to measure content view metrics. Breecz does not send any personally identifiable information however certain types of information (such as those mentioned above under "Information Related To Your Location", "Information Related To Your Web browser", and "Cookies And Web Tags") may be collected by Google Analytics.

**Information Disclosed For Our Protection And Protection Of Others:** At Breecz, we respect your privacy and do not share your information with third parties without your consent and outside of the scenarios mentioned earlier in this policy. However we may be required to disclose your information in specific situations such as to a) satisfy any law, regulation, legal, and government processes, government, judicial or administrative requests, b) protect the rights, property, health or safety of us and our users, including but not limited to violence and bodily-harm, c) respond to support requests, d) detect, prevent, and address fraud, security, safety or technical issues, or e) enforce this Privacy Policy, and our Terms or our Community & Content Policy. We reserve the rights to access, preserve and disclose any information you share with us at our sole discretion for the reasons mentioned above.

Unless prohibited by law, court order, administrative order or government order, our policy is to provide you with advance notice before we disclose your information with any third party. If you do not challenge the disclosure request, we may be legally required to disclose your information.

In certain situations we may be required to disclose your information to third parties without providing you with prior notice. Such situations can include but are not limited to specific legal requirements, investigations or if we believe it necessary to prevent violence or bodily harm to any person. In such cases we will endeavor to provide you with post-disclosure notice when permitted by law.

**Information Disclosed For Mergers Or Acquisitions:** If Breecz is acquired by or merged to another company or third party, your information may become part of business assets transferred to the company or third party. In that case, your information is subject to a different privacy policy. We will notify you before the transfer and you can delete your account with Breecz if you would like to opt out of the new policy. Deleting your account with Breecz may not remove all information you have shared on Breecz as explained under "Information Retention". Your retained information may still be transferred to another company or third party if the technology, infrastructure or service holding your information is part of the assets transferred to the company or third party.

## Data Security

Your Breecz account information is protected by a password for your privacy and security. We may enable additional security features in the future. We use encryption (HTTPS/TLS) to protect data transmitted to and from our site.

We endeavor to protect your information to ensure that it is kept private; however, we cannot guarantee 100% security of any information. Unauthorized entry or use, hardware or software failure, and other factors may compromise the security of our user information at any time.

You use Breecz service at your own risk, and you are responsible for taking reasonable measures to secure your account, such as keeping your password secret, and signing out after you have finished accessing your Breecz account.

## Changes To This Privacy Policy

The latest version of Breecz Privacy Policy can be found [here](#). Previous versions of the policy can be found [here](#).

## Questions Or Comments On This Privacy Policy

We welcome your feedback and comments on this Privacy Policy. Contact us if you want to share something about the Privacy Policy with us.