

# Privacy Policy

**Updated: March 2023**

We at Friendify (together with our affiliates, "Friendify", "we", "our" or "us") respect your privacy and are strongly committed to keeping secure any information we obtain from you or about you. This Privacy Policy describes our practices with respect to Personal Information we collect from or about you when you use our website and services (collectively, "Services"). This Privacy Policy does not apply to content that we process on behalf of customers of our business offerings. Our use of that data is governed by our customer agreements covering access to and use of those offerings.

## What Information Do We Collect?

While using our Service, we may require you to provide us with certain personally identifiable information, including but not limited to Friendify, for a better experience. We will keep the information you provide and use it as described in this privacy statement.

**Contact Information:** Our mobile app collects certain information from users, including their email address. This information is used to provide users with access to the app's features and services.

**Usage Information:** We may collect usage information about your interaction with the chatbot, such as the search queries you enter, the results you receive, and your interactions with the system. We may also collect information, like your IP address and browser type or operating system, along with other usage statistics to address customer support needs or improve our service.

**Device Information:** We may collect device-related information such as the type of device you use to access Friendify, the device's operating system, version and mobile network information to ensure that our service works properly on your device.

**Location Information:** We may also collect your location data to enhance your experience by providing location-based services and ads that match your location.

**Log Data:** We may receive log data whenever you access our website, which includes your internet protocol (IP) address, browser type and settings, the date and time of your request, and your interactions with our website.

**Usage Data:** We may automatically collect information about how you use our service, such as the features you use, the content you view or engage with, and the actions you take, including your time zone, country, the dates and times of access, user agent and version, type of computer or mobile device, computer connection, and IP address, to improve our service and enhance your experience.

**Analytics:** We may use various online analytics tools that use cookies to analyze how users engage with our AI chatbot GPT service and improve your user experience when using our service.

## How Do We Use the Information?

Providing you with our AI chatbot GPT service, which includes responding to your inquiries, messages, and providing you with personalized search results and information.

Improving and enhancing our service, including identifying usage patterns, user preferences, diagnosing server issues, and enhancing overall user experience.

Communicating with you about our services and customer support, including notifications, updates, and responding to any queries or concerns you may have.

Delivering relevant advertising and marketing materials based on your search history and preferences to improve the relevance of marketing campaigns.

Complying with legal requirements and enforcing our rights. This includes meeting national security and law enforcement requirements, protecting our rights and property, and preventing fraud and other illegal activities.

## **Sharing of Personal Information with Third Parties**

At Friendify, we may provide your personal information to certain third parties under certain circumstances. We will not disclose your personal information to third parties without your consent or as required by law. These third parties include:

**Vendors and Service Providers:** We may provide your personal information to vendors and service providers who assist us in providing our AI chatbot GPT service. These vendors and service providers may include providers of hosting services, cloud services, email communication software, and web analytics services. Such parties will only access, process or store your personal information to the extent necessary to perform their duties and will be subject to our instructions.

**Business Transfers:** If we undergo a strategic transaction, such as a merger, acquisition, or sale of assets, your personal information may be disclosed during the due diligence process with potential counterparties or others assisting with the transaction. Your personal information may also be transferred to a successor or affiliate as part of that transaction, along with other assets.

**Legal Requirements:** We may disclose your personal information if we have a good faith belief that such disclosure is necessary to comply with a legal obligation, protect and defend our rights or property, prevent fraud, act in urgent circumstances to protect personal safety, or as otherwise required by law.

**Affiliates:** We may share your personal information with our affiliates, which means an entity that controls or is under common control with Friendify. Our affiliates may use the personal information we share in a manner consistent with this Privacy Policy.

## **Cookies and Other Tracking Technologies**

We use cookies to operate and administer our AI chatbot GPT service, and improve your user experience. A "cookie" is a piece of information sent to your browser by a website you visit. You can set your browser to accept all cookies, reject all cookies, or notify you each time a cookie is offered. However, please note that refusing a cookie may prevent you from using certain features of our website or negatively affect the function and display of our website. For more information on cookies, please visit [All About Cookies](#).

## **Data Storage and Security**

We take appropriate measures to protect your personal information from unauthorized access, use, disclosure, or destruction. We use a variety of security technologies and procedures, including encryption, to help protect your personal information from unauthorized access, use, or disclosure. However, no transmission of data over the Internet or mobile network can be 100% secure.

## **Retention of Your Personal Information**

We keep your personal information only for as long as we need it to achieve the purposes for which we collected it. We may keep your personal information for as long as permitted or required by law, or as needed to comply with our legal obligations, resolve disputes, and enforce our agreements.

We regularly review our retention policies and practices to ensure that we are not keeping personal information for longer than we actually need it. Once personal information is no longer necessary for the purposes we collected it, we will delete or anonymize it in a secure and irreversible manner.

## **Children's Privacy**

We do not knowingly collect personal information from individuals who are under the minimum age required by law. To use our services, you must be at least 14 years old or the age of majority in your jurisdiction (whichever is greater). Individuals under the applicable age may only use our services through a parent or legal guardian's account with their involvement and explicit permission.

## **Your Choices and Rights**

You have certain rights regarding your personal information, including the right to access, correct, delete, or transfer your data, as well as the right to withdraw your consent to the processing of your personal information. If you wish to exercise any of these rights, please contact us at the information below. We will respond to your request within a reasonable timeframe.

## **Changes to this Privacy Policy**

We may update this Privacy Policy from time to time to reflect changes in our information practices. If we make any material changes, we will notify you by email or by

posting a notice on our website. Your continued use of our service after any such changes constitutes your acceptance of the updated Privacy Policy.

## Contact Information

If you have any questions or concerns about this Privacy Policy or our privacy practices, please contact us at the following email address: [privacy@friendify.com](mailto:privacy@friendify.com). (thay email)

Thank you for using Friendify.