



Have a Fire Conversation

Privacy Policy

Last Modified: November 17, 2015

LIT is an iOS keyboard community centered on pop-culture. Users have the ability to create, share, and curate content into personalized collections of content, which is accessible directly from the native keyboard.

The Service may include and link to features and services (such as social applications like Facebook Messenger, WhatsApp and iMessenger) that are provided by a third party. If you use these features and services, please understand that the third parties that operate them may collect information from you which will be used in accordance with their own privacy policy and terms of use, which may differ from ours. We do not accept any responsibility or liability for these policies or for any personal data that may be collected through these websites or services. You should always read the privacy policy of any feature or service you access carefully in order to understand the specific privacy and information usage practices.

1. Information we may collect from you and how we use it

We may collect and process the following data about you via the Service:

- a Personal Information you provide to us: We receive and store any information that you enter on the Service or provide to us in any other way, for example, when you download the Service, set up a profile within the Service, or access, upload or download material to or from the Service, including when that material is accessed on a third party platform, service or social network (such as Facebook and Twitter), that social network or third-party may provide us with the information you agreed the social network or other third party platform could provide to us through the social network's or third party platform's Application Programming Interface (API) based on your settings on the third party social network or platform. The types of personal information collected may include your email address, profile picture, username and password. We use this information to validate you as a user when using the Service, to provide the Service to you, including administration of your user account, to notify you of changes to the Service or about any changes to our terms and conditions or this privacy policy, to manage our business, including financial reporting, for the development of new products and services, to send you newsletters to market and advertise our products and services by email, to comply with applicable laws, court orders and government enforcement agency requests, for research and analytics purposes including to improve the quality of the Service and to ensure that the Service is presented in the most effective manner for you and your device.



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- b Details of Correspondence: If you contact us, we may keep a record of that correspondence. We will not retain a record of that correspondence for longer than is reasonably necessary.
- c Personal Information that we automatically collect: When you use the Service, we automatically collect information about the device you use to access it and your usage of the Service. The information we collect may include (where available) the type and model of device you use, the device's unique device identifier, operating system, browser type, language options, current time zone and mobile network information to allow you to use the Service, for system administration purposes and to report aggregated, anonymized information to our business partners. If you do not wish for us to provide aggregated, anonymized information to our trusted business partners, please email us at ativ.patel@gmail.com. We use this information to administer the Service and for our internal operations including troubleshooting, data analysis, testing, research, statistical and survey purposes, to improve the Service, how it is presented and its safety and security. Please note that the Service requires access to your device's photograph storage application in order to store the completed videos, but we do not take any information, videos, photos or other content from your device's photograph storage application.
- d Log information: When you use the Service, we may automatically collect and store the following information in server logs: internet protocol (IP) addresses, internet service provider (ISP), clickstream data, browser type and language, viewed and exit pages and date or time stamps. We use this information to communicate with the Service and to better understand our users' operating systems, for system administration and to audit the use of the Service. We do not use this data to identify the name, address or other personal details of any individual.

2. Sharing your information

We do not rent, sell or share personal information about you with other people or non-affiliated companies except where we have your permission; or otherwise under the following circumstances:

- a we may disclose your personal information to our suppliers, subcontractors and business partners ("Service Providers") who are involved in the provision, distribution, delivery and support of the Service, including the storage of any content available on the Service. They do so only under strict contractual



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arrangements that preserve the confidentiality and security of your personal information in accordance with this Privacy Policy;

- b we may disclose your personal information to any law enforcement agency, court, regulator, government authority or other third party where we believe this is necessary to comply with a legal or regulatory obligation, or otherwise to protect our rights or the rights of any third party; and
- c we may disclose your personal information in the event that we sell or buy any business or assets, in which case we may disclose your personal data to the prospective seller or buyer of such business or assets or to any third party that purchases, or to which we transfer, all or substantially all of our assets and business. Should such a sale or transfer occur, we will use reasonable efforts to try to ensure that the entity to which we transfer your personal information uses it in a manner that is consistent with this Privacy Policy.

3. Advertising

3.1. We may deliver advertising to you in conjunction with your use of Service.

If you receive any marketing communications from us via email, you can opt-out by using the unsubscribe link included in each email we send, or by contacting the address below.

3.2. Where the Service contains links to third-party content, applications, services and/or advertising, we are not responsible for the privacy policy or for any matters relating to such third party products, promotions or advertising, including responsibility for controlling any personal data that you may provide in response to such products, promotions or advertising. We encourage you to check the privacy policies of all third party sites that you visit.

4. Security of Your Information

4.1. We take the security of your personal information seriously and use appropriate technical and organizational measures to protect your personal information against unauthorized or unlawful processing and against accidental loss, destruction or damage.

4.2. Unfortunately, the transmission of information via the internet is not completely secure. Although we will do our best to protect your personal data,



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we cannot guarantee the security of your data which is transmitted to or from the Service. Any transmission is at your own risk.

4.3. We keep your personal information for no longer than is necessary for our business purposes or for legal requirements.

5. Your Privacy Choices

If at any time you believe your registered details are incorrect or out of date, you can update them by contacting us using the details below. You can also contact us directly to have your account terminated. Please note that by registering your name as registered on Facebook and/or Twitter will be displayed next to content and keyboards that you create.

6. Updates to this Privacy Policy

6.1. We may update this privacy policy from time to time to reflect any changes: (i) in our policies or relevant laws; (ii) in the functionality of the Service; or (iii) imposed on us by any third party suppliers. Any updates will take into account your reasonable interests in the Service and will be notified to you by email within a reasonable time before the change takes effect. Changes will not apply retrospectively and the updated policy will become effective after they are notified to you. If you do not agree with the updated policy you should stop using the Service. If you do not object to the updated policy within a reasonable time after they are notified to you the updated policy are deemed accepted by you. We will highlight the option to object to the modifications to the policy and the deemed acceptance in the notification email.

If you have any questions, please email us at support@itslit.com