

PRIVACY NOTICE

Version Date: June 15, 2023

1. GENERAL

Macro Mate ("Macro Mate" or "we" or "us" or "our") respects the privacy of everyone ("user" or "you") that uses our application.

When you register and create an account on the App, we may collect the following personal information from you:

- Full name
- Email address
- User-generated content, such as recipes, meal plans, and other information you choose to share on the App
- Profile picture (optional)

The following Macro Mate Privacy Notice ("Privacy Notice") is designed to inform you, as a user of Macro Mate, about the types of personal information that Macro Mate may gather about or collect from you in connection with your use of the app. It also is intended to explain the conditions under which Macro Mate uses and discloses that personal information, and your rights in relation to that personal information.

You agree to abide to the applicable laws of Macro Mate concerning your use of our app and your agreements with us. If your use of Macro Mate would be unlawful in your jurisdiction, please do not use our application.

This Privacy Policy describes how Macro Mate (we, us, or our) collects, uses, and discloses personal information when you use our iOS application (App). By downloading, installing, or using the App, you agree to the terms of this Privacy Policy.

Information We Collect

Data Security

We implement reasonable security measures to protect the personal information we collect through the App. However, please note that no method of transmission over the Internet or electronic storage is completely secure, and we cannot guarantee absolute security.

Children's Privacy

The App is not intended for individuals under the age of 13. We do not knowingly collect personal information from children. If you are a parent or guardian and believe your child has provided personal information on the App, please contact us, and we will promptly remove such information.

Changes to the Privacy Policy

We reserve the right to modify this Privacy Policy at any time. The updated version will be effective upon posting the revised Privacy Policy within the App. We encourage you to review this Privacy Policy periodically for any changes.

2. HOW WE COLLECT AND USE YOUR PERSONAL INFORMATION

Macro Mate gathers personal information from users. When you browse our app, you are voluntarily sharing personal information with us. This personal information also includes various data that we collect automatically. This may be the user's Internet Protocol (IP) address, operating system, phone type, email and the locations of the user. It may also include various technical aspects of user's phone. Macro Mate may analyze various mentioned personal information gathered from or about users to help Macro Mate better understand how the app is used and how to make the overall user experience better. By identifying patterns and trends in usage, Macro Mate is able to better design the application to improve users' experiences, both in terms of content and ease of use. From time to time, Macro Mate may also release the anonymized information gathered from the users in the aggregate, such as by publishing a report on trends in the usage of the Macro Mate.

We may also collect certain non-personal information automatically when you use the App, such as:

- Device information (e.g., model, operating system)
- Log information (e.g., IP address, app crashes, user activity)
- Location information (only with your explicit consent)

Use of Information

2.1 Providing and Improving the App

We use the collected information to provide, maintain, and improve the features and functionality of the App, including:

- Allowing you to create and manage an account
- Enabling you to follow other users and share recipes and meal plans
- Customizing and personalizing your experience with the App
- Responding to your inquiries, feedback, or support requests

2.2 Communication

We may use your email address to send you administrative or promotional communications related to the App. You can opt-out of receiving promotional emails by following the instructions provided in the email.

2.3 Aggregated Data

We may aggregate and anonymize the collected information to generate statistical and analytical data, which we may use for any lawful purpose.

Sharing of Information

3.1 With Other Users

The App's features allow you to interact and share information with other users. Any personal information you choose to share on the App may be visible to other users according to your privacy settings.

3.2 With Third-Party Service Providers

We may engage third-party service providers to assist us in operating and maintaining the App or to perform certain services on our behalf. These providers may have access to your personal information, but they are obligated to protect it and use it solely for the purpose of providing the requested services.

3.3 Legal Requirements and Protection

We may disclose your personal information if required to do so by law or in the good faith belief that such action is necessary to comply with legal obligations, protect our rights or property, or investigate and prevent any illegal activity, fraud, or security issues.

When we believe disclosure is appropriate, we may disclose your information to help investigate, prevent or take other action regarding illegal activity, suspected fraud or other wrongdoing; to protect and defend the rights, property or safety of Macro Mate, our users, our employees or others; to comply with applicable law or cooperate with law enforcement; to enforce our Terms of Use or other agreements or policies, in response to a subpoena or similar investigative demand, a court order or a request for cooperation from a law enforcement or other government agency; to establish or exercise our legal rights; to defend against legal claims; or as otherwise required by law. In such cases, we may raise or waive any legal objection or right available to us. We will notify you if permitted before undertaking such disclosures.

Macro Mate reserves the right to transfer all information in its possession to a successor organization in the event of a merger, acquisition, bankruptcy or other sale of all or a portion of Macro Mate's assets. Other than to the extent ordered by a bankruptcy or other court, the use and disclosure of all transferred information will be subject to this Privacy Notice, or to a new privacy notice if you are given notice of that new privacy notice and are given an opportunity to affirmatively opt-out of it.

3. DO WE SHARE YOUR PERSONAL INFORMATION?

Macro Mate contractually prohibits its contractors, affiliates, vendors and suppliers from disclosing any personal information received from Macro Mate, other than in accordance with this Privacy Notice. These third parties may include advertisers, providers of games, utilities, widgets and a variety of other third-party applications accessible through the Sites. Macro Mate neither owns nor controls the third-party websites and applications accessible through the Sites. Thus, this Privacy Notice does not apply to personal information provided to or gathered by the third parties that operate them. Before visiting a third party, or using a third-party application, whether by means of a link on the app, directly through the app or otherwise, and before providing any personal information to any such third party, users should inform themselves of the privacy policies and practices (if any) of the third party responsible for those Sites or applications, and should take those steps necessary to, in those users' discretion, protect their privacy.

Analytics

We may use third-party vendors, including Google, who use first-party cookies (such as the Google Analytics cookie) and third-party cookies (such as the DoubleClick cookie) together to inform, optimize and serve ads based on your past activity on the app, including Google Analytics for Display Advertising. The personal information collected may be used to, among other things, analyze and track data, determine the popularity of certain content and better understand online activity. If you do not want any personal information to be collected and used by Google Analytics, you can install an opt-out in your web browser (<https://tools.google.com/dlpage/gaoptout/>) and/or opt out from Google Analytics for Display Advertising or the Google Display Network by using Google's Ads Settings (www.google.com/settings/ads).

Social Media

We may provide you the option to connect your account on the app to your account on some social networking sites for the purpose of logging in, uploading personal information or enabling certain features on the app. When logging in using your social network credentials, we may collect the personal information you have made publicly available on the social networking site, such as your name, profile picture, cover photo, username, gender, friends network, age range, locale, friend list and any other personal information you have made public. Once connected, other users may also be able to see information about your social network, such as the size of your network and your friends, including common friends. By connecting your account on the app to your account on any social networking site. We will not send any of your account personal information to the connected social networking site without first disclosing that to you. Each social network may further allow you to set privacy controls around your personal information on their system, and our collection of personal information will always follow such controls and permissions. This feature is subject to continuous change and improvement by us and each social networking site involved, and therefore the available features and shared personal information are subject to change. Please visit our Privacy Notice for any updates.

We use hyperlinks on the app which will redirect you to a social network if you click on the respective link. However, when you click on a social plug-in, such as Facebook's "Like" button or Twitter's "tweet" button that particular social network's plugin will be activated and your browser will directly connect to that provider's servers. If you do not use these buttons none of your data will be sent to the respective social network's plugin providers. To illustrate this further, imagine the scenario where you click on the Facebook's "Like" button on the Sites. Facebook will receive your IP address, the browser version and screen resolution, and the operating system of the device you have used to access the Sites. Settings regarding privacy protection can be found on the websites of these social networks and are not within our control.

4. MOBILE DEVICE ADDITIONAL TERMS

- **Mobile Device.** If you use a mobile device to access the app or download any of our applications, we may collect device personal information (such as your mobile device ID, model and manufacturer), operating system, version personal information and IP address.
- **Geo-Location Personal Information.** Unless we have received your prior consent, we do not access or track any location-based personal information from your mobile device at any time while downloading or using our mobile application or our services, except that it may be possible for Macro Mate to determine from an IP address the geographic location of your point of connectivity, in which case we may gather and use such general location data.
- **Push Notifications.** We send you push notifications if you choose to receive them, letting you know when someone has sent you a message or for other service-related matters. If you wish to opt-out from receiving these types of communications, you may turn them off in your device's settings.
- **Mobile Analytics.** We use mobile analytics software to allow us to better understand the functionality of our mobile software on your phone. This software may record personal information, such as how often you use the application, the events that occur within the application, aggregated usage, performance data and where the application was downloaded from. We do not link the personal information we store within the analytics software to any personal information you submit within the mobile application.

5. SECURITY

We take the security of your personal information seriously and use reasonable electronic, personnel and physical measures to protect it from loss, theft, alteration or misuse. However, please be advised that even the best security measures cannot fully eliminate all risks. We cannot guarantee that only authorized persons will view your personal information. We are not responsible for third-party circumvention of any privacy settings or security measures.

We are dedicated to protect all personal information on the app as is necessary. However, you are responsible for maintaining the confidentiality of your personal information by keeping your password and computer/mobile device access confidential. If you have an account with Macro Mate and believe someone has gained unauthorized access to it or your account please change your password as soon as possible. If you lose control of your account, you should notify us immediately.

6. PRIVACY RIGHTS - CALIFORNIA USERS

If you are under 18 years of age

If you have registered account with Macro Mate, you have the right to request the removal of unwanted personal information that you publicly post on our app. To request the removal of such information, please contact us using the contact information provided below. Make sure to include your account's email address and a statement that you reside in California.

"Shine the Light Law"

California Civil Code Section 1798.83, also known as the "Shine The Light" law, permits our users who are California residents to request and obtain from us, once a year and free of charge, personal information about the personal information (if any) we disclosed to third parties for direct marketing purposes in the preceding calendar year. If applicable, this personal information would include a list of the categories of the personal information that was shared and the names and addresses of all third parties with which we shared personal information in the immediately preceding calendar year. If you are a California resident and would like to make such a request, please submit your request in writing to the address listed below.

7. DO-NOT-TRACK NOTICE

Most web browsers and some mobile operating systems include a Do-Not-Track ("DNT") feature or setting you can activate to signal your privacy preference not to have data about your online browsing activities monitored and collected.

8. GOVERNING LAW

Disputes over privacy issues contained in this Privacy Notice will be governed by the law of the State of North Carolina. You also agree to abide by any limitation on damages contained in our Terms of Use, or other agreement that we have with you.

9. PRIVACY NOTICE CHANGES

Macro Mate may, in its sole discretion, change this Privacy Notice from time to time. Any and all changes to Macro Mate's Privacy Notice will be reflected on this page and the date of the new version will be stated at the top of this Privacy Notice. Unless stated otherwise, our current Privacy Notice applies to all personal information that we have about you and your account. Users should regularly check this page for any changes to this Privacy Notice. Macro Mate will always post new versions of the Privacy Notice on the Sites. However, Macro Mate may, as determined in its discretion, decide to notify users of changes made to this Privacy Notice via email or otherwise. Accordingly, it is important that users always maintain and update their contact personal information.

10. ACCOUNT DELETION

Macro Mate reserves the right to delete user accounts at any time, without prior notice or consent. If we determine, in our sole discretion, that your account violates our terms of service or is involved in any unauthorized or malicious activities, we may delete your account and associated personal information. You understand and acknowledge that the deletion of your account may result in the permanent loss of data and content associated with your account. Macro Mate shall not be liable for any loss or damages arising from the deletion of user accounts.

11. CONTACT

If you have any questions regarding our Privacy Notice, please contact us at:

macromateapp@gmail.com

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