

Dropped Ltd – Privacy Policy

Dropped Ltd respects your privacy. Dropped Limited and its affiliates (" Dropped " or the "Company") offer Content Creation, Discovery and Sharing through community based services - to users of www.droppedapp.com (the " Website ") and/or users of Dropped's mobile application (the " Application ") (collectively referred to as the " Services ").

This Privacy Policy describes:-

- the information that Dropped collects from users;
- how that information is used by Dropped; and
- the rights and options available to users.

This Privacy Policy is incorporated as part of the Dropped [Terms of Use](#) (the " Terms of Use " or the " Terms ").

Your use of the Services is subject to the Terms of Use, Copyright Policy and this Privacy Policy and indicates your consent to them.

The Services are not intended for use by persons under the age of 13. If you are under 13, you may not download or use the Application.

In this Privacy Policy, the term "personal information" means any information collected by us or provided by you that, with reasonable efforts, may be used to identify you, which may include first and last name, home address, email address and, in certain circumstances, your location and route information.

Contact Dropped / Abuse reports

If you believe that your privacy has been compromised by any person, in the course of using the Services, then please contact Dropped at hello@droppedapp.com .

You may send Dropped other requests, responses, questions and complaints by email at hello@droppedapp.com.

Information that is being collected

Dropped allows you to use the Services associated with the username setup at the signup stage of the application installation process. Dropped will link all of your information with your account and a unique identifier generated by Dropped in accordance with this Privacy Policy. Note that in order to access certain features of the Services (for example proximity based picking up – you need to allow Dropped to access your location whilst running in the background at all times).

The categories of information collected by Dropped will include all or just some of the following, depending on how you choose to use the Services.

Whenever you use the Services, Dropped will collect:-

- detailed location information, for example in the form of GPS signals and other information sent by your mobile device on which the Application is installed and activated. Dropped uses this location information to allow a user to pick up content associated with his/hers proximity to a certain location – once this data has been associated to a piece of content any location data required to provide that service is deleted – with the only trace being that a user has 'picked up' a piece of content by association with having received it.
- information about your use of the Services. See "Meta-data that we collect", below;

If you choose to use the Services in a manner detailed below, Dropped may also collect:-

- information that you choose to share with Dropped, including a username you have chosen, reports associated with your username, Interest and Usage data, App Interactions and search queries.
- information required when setting up a username you have chosen, such as your name and gender. Bear in mind that false, incorrect, or outdated information may impair Dropped's ability to

provide you with the Services and to contact you when necessary. Dropped will explicitly indicate the fields for mandatory completion. If you do not enter the requisite data in these fields, you may not be able to set up a username; and/ or

- information shared from your social network accounts. See “Integration with social networks”, below.

When you set up a Dropped username and password in the Application:-

- Dropped will link all of your information with your Account and that username. This includes information received from all mobile devices running the Application on which you have chosen to sign in using your username and password;
- Your Account and information associated with your Account will be visible only to Dropped; and its users.
- When using the Application, your approximate location and other information you may choose to contribute will be visible to Dropped in reference to your associated username. (if settings have been authorized)

Determining and Sharing Location

Determining your location - The Services deal with location, so in order to work, the Services need to know your location.

- Whenever you open and use/interact with our apps on your mobile device or go to one of our Sites, we use the location information from your mobile device or browser (e.g., latitude and longitude) to tailor the Services to your current location (i.e., we'll show you a list of nearby content cards from your chosen categories).
- This information from is NOT shared with others. Also, the Services use your mobile device's 'background location' to provide the Services, including to send you notifications of new content or interesting things etc. near you.
- If you have 'background location' turned on, the Dropped app will, from time to time, tell us about your device's location even if you are not directly interacting with the application.

Uses of information

Dropped may use information collected from or provided by you for the following purposes:

- to provide you with the Services. For example, Dropped may:-
 - use your location information and/or search query history to provide content services and contextual proximity services to provide information and advertisements about sites, shops and other places and attractions in your close vicinity, or that we believe, based on your search query history, you may find interesting; and
 - if you have opted in to the proximity 'picking up' feature – Dropped relays content defined by proximity to an individual piece of content

Dropped may use your account information to;

- to provide you with support and handle requests and complaints;
- to send you updates, notices, announcements, and additional information related to the Services;

- to display or send to you marketing and advertising material when you are using the Application, in accordance with the section titled 'Advertising Campaigns' under this Privacy Policy. For example, Dropped may use your location information to display advertisements for businesses in your close vicinity;
- subject to your prior indication of consent, we may also use the email address that you provide when setting up a username to send you marketing material. At any time you may choose not to receive such material by: (i) changing the email preferences in your Account accessed via the Website; or (ii) clicking on the "Unsubscribe" link in the e-mail messages that we may send to you. In any case, Dropped will not knowingly share your personal information with any advertisers, without your explicit consent and as allowed for under this Privacy Policy;
- to create aggregated and/ or anonymous data (where such data does not enable the identification of a specific user). See "How does Dropped use aggregated information", below;
- to conduct surveys and questionnaires;
- to share your submissions with other users of the Services and to facilitate communication between you, Dropped and other users;
- to enforce the Terms of Use;
- to contact you when Dropped believes it to be necessary;
- to comply with any applicable law and assist law enforcement agencies under any applicable law, when Dropped has a good faith belief that our cooperation with the law enforcement agencies is legally mandated or meets the applicable legal standards and procedures;
- to prevent fraud, misappropriation, infringements, identity theft and other illegal activities and misuse of the Services;
- to handle breakdowns and malfunctions;
- to take any action in any case of dispute, or legal proceeding of any kind between you and the Service, or between you and other users or third parties with respect to, or in relation with the Service;
- for purposes provided under this Privacy Policy and the Terms of Use.

Please note that the username you choose will be used to identify you when you use the Services. Your username will be included along with any information you submit for posting (such as traffic reports or chat messages). It will therefore be visible to others.

You may also provide additional information that will be used to personalize the Services and enhance your experience with the Services.

Further information may be collected when Dropped exchanges communications with you, for example, if you submit a request, contact the Dropped team, or report a violation to the abuse team.

Personal information that you share

The Services are based on a community of users publicly sharing information with Dropped and with other members of that community.

In particular, users choose to share personal information such as name, age, gender, picture, their location information and interests. This information may be shared either directly to the Service and to all users, such as in the case of traffic reports, or just to your followers on Dropped. This information may also be shared via third party services (such as social networks) which interact with the Service upon such users' choice.

The content that you share to all users is neither private nor confidential and you should not have any expectation of privacy with respect to it. Information you upload will be posted along with other personal information. Therefore, you must exercise caution and common sense when submitting information. At the very least you should demonstrate the same degree of caution as when publishing personal information by means other than the Internet and cellular services.

You can decide whether or not to upload content to the Services. However any content that you submit for posting, may be viewed by all users of the Services and by Dropped.

In any event (but except as detailed below with respect to information shared from your social network accounts according to your privacy settings for such social network accounts), your email address will not be visible to others through posts that you share or upload.

The team at Dropped, take great care in providing to you with the best experience you can have while using the Service. However, Dropped has no control over the conduct of any user and disclaims all liability in this regard. Users are advised to carefully and thoroughly consider whether or not to make public or available any information and carefully examine all necessary details related to any communication with other users prior to any engagement or communication being made.

Participating in any user's activities as a result, directly or indirectly, from using Dropped, is entirely at your own risk. Dropped is not a party to any agreement entered into between the users in any circumstances. The user has the sole and ultimate responsibility regarding compliance with all laws, regulation or any other duty. We do not accept any liability for any loss, damage, cost or expense that you may suffer or incur as a result of or in connection with your participation in any activity or event initiated, held or conducted by a user or a third party nor in connection to any agreement between the users or third parties, including any activity or event related in any way, directly or indirectly, the Services or the use thereof.

Integration with social networks

You may choose to share information between your Account and your social network account (such as Facebook). Through this option, you may choose to have personal information and other content about you available from social networks, transmitted and shared through the Services. Similarly, you may choose to have personal information and other content about you available from Dropped.

By setting your Account to integrate with social networks including by signing onto Dropped by using your social network account (such as your Facebook account), you agree to share information (including personal information) between Dropped and such social networks, for the purposes provided under this Privacy Policy.

The social network's use of information made available by Dropped is governed by that social network's privacy policy and controlled by the social network, not by this Privacy Policy or by Dropped.

When you connect to the social network account through the Services for the first time or otherwise make the Services interact with your social network account, you will be asked to permit the social network to share your personal information stored on such social network with the Services. We collect your information from your social network account only in accordance with your privacy settings you have set up under your social network accounts.

Accordingly we only collect such information which you allowed the social network(s) to share with third parties (such as your name, email address, list of friends, profile picture, other information you make publicly available via the applicable social network). You understand that the Services may access, make available and store (if applicable and as permitted by the third party social network and authorized by you) such information so that it is available on and through your Account.

Meta-data that we collect

Dropped collects information about the use of the Services. For example, Dropped may record the frequency and scope of your use of the Services, the duration of your sessions, information about the device on which you have installed the Application, the web pages that you visit via the Application, information that you read, content that you use or create, advertisements that you view or click on, your communications with other users and third parties, the Internet protocol (IP) address and the name of the domain that serve you to access the Services, and the geographic location of the computer system that you are using to log-in.

Accessing the Services

Your log-in details are your responsibility. You are fully accountable for any use or misuse of your Account and personal details as a result of conveying your details to someone else. You must maintain your log-in details in absolute confidentiality and avoid disclosing them to others. Make sure that you change your password frequently and at least once every six months.

Sharing information with others

Dropped does not sell, rent or lease your personal information to third parties.

Dropped will not share your personal information with others, without your consent, except for the following purposes and to the extent necessary in Dropped's good-faith discretion:

- as necessary for the operation of the Services.
- If Dropped reasonably believes that you have breached the Terms of Use, or abused your rights to use the Services, or performed any act or omission that Dropped reasonably believes to be violating any applicable law, rules, or regulations. Dropped may share your information in these cases, with law enforcement agencies and other competent authorities and with any third party as may be required to handle any result of your wrongdoing;
- If Dropped is required, or reasonably believes that it is required by law to share or disclose your information;
- In any case of dispute, or legal proceeding of any kind between you and Dropped, or between you and other users with respect to, or in relation with the Services;
- In any case where Dropped reasonably believes that sharing information is necessary to prevent imminent physical damage or damage to property;
- If Dropped organizes the operation of the Services within a different framework, or through another legal structure or entity, or if Dropped is acquired by, or merged into or with another entity, or if Dropped enters bankruptcy, provided however, that those entities agree to be bound by the provisions of this Privacy Policy, with respective changes taken into consideration;
- For facilitating the Service and to store your data on servers located in the U.S.A and the European Union.
- To collect, hold and manage your personal information through cloud based or hosting services or a third party or a party affiliated or connected to Dropped, as reasonable for business purposes, which may be located in countries outside of your jurisdiction, including but not limited to the United States of America or European Union.

Controlling your personal information

If you would like us to delete your Account, your username (if you have set one up) and your personal information, please contact the team via hello@droppedapp.com with the reasons and we will endeavor to swiftly delete your account information.

On receiving such a request, Dropped will use reasonable efforts to delete such information, however please note we may not delete information immediately from our back-up systems.

Your content and usage history is associated with your Account and your username or with the unique identifier created by Dropped.

This information is held by Dropped associated with your Account and username/ unique identifier for such limited period of time as is necessary in order for Dropped to be able to use the information for the purposes described in this Privacy Policy. At the end of this period of time, Dropped will then anonymize or delete your information.

If you find that the information associated with your Account is not accurate, complete or updated, then you must make all necessary changes to correct it. Please keep in mind that false, incorrect, or outdated information may prevent you from setting up a username and impair the ability to provide you with Services.

How does Dropped use aggregated information?

Dropped may use anonymous, statistical or aggregated information (including anonymous location information), in a form that does not enable the identification of a specific user, to properly operate the Services, to improve the quality of the Services, to enhance your experience, to create new services and features, including customized services, to change or cancel existing content or service, and for further internal, commercial and statistical purposes.

Dropped may also use anonymous, statistical or aggregated information collected on the Services, in a form that does not enable the identification of a specific user, by posting, disseminating, transmitting or otherwise communicating or making available such information to users of the Services, to the

Services' providers, partners and any other third party. For example, GPS information that we receive from your mobile device may be provided to content editors in an aggregated and/ or anonymous form to help improve the service delivery.

Cookies

Dropped may use cookies on the Services. Cookies are packets of information sent by the Website's servers to your web browser and then sent back by the browser each time it accesses the Website's servers.

Dropped may use cookies for various purposes, such as to save you the need to re-enter your username and password each time you log-in, to facilitate the use of the Website, to collect statistical information, to verify information, and to customize the Website to your personal preferences and for information security purposes.

Some of the cookies may expire when the session ends and you exit your browser. Other cookies are saved on your computer's hard drive. If you wish to block the Website's cookies, then please use the help button in your browser and follow the necessary instructions. However, bear in mind that disabling cookies may complicate or even prevent your use of the Website, or certain features thereof.

Advertising campaigns

Dropped may permit, solicit or contract certain other companies to conduct advertising campaigns on the Services.

The information and advertisements that you see when accessing the Services may be targeted on the basis of:

- geographic or contextual information which we collect from you;
- information received from third party partners; as well as
- your search interest query history.

You hereby agree that we may provide such information and advertisements targeted on the basis of your search query history.

When you visit a third party website from the Application, such third party may use cookies on your computer. The third party's use of cookies is subject to their own privacy policies and not to this Privacy Policy. If you wish to study the privacy policies of those third parties you should visit their services, or contact them directly.

It is clarified that we are not responsible for the content of said advertisements and the products delivered or services rendered thereby by third parties and you irrevocably and unconditionally agree that we shall not be held responsible or liable in connection thereof.

Information Security

Dropped considers information security to be of top priority. Dropped implements systems, applications and procedures to secure your personal information, to minimize the risks of theft, damage, loss of information, or unauthorized access or use of information. However, these measures are unable to provide absolute assurance. Therefore, although Dropped takes great efforts to protect your personal information, Dropped cannot guarantee and you cannot reasonably expect that Dropped's databases will be immune from any wrongdoings, malfunctions, unlawful interceptions or access, or other kinds of abuse and misuse.

Changes to this Privacy Policy

Dropped may from time to time change the terms of this Privacy Policy. Substantial changes will take effect 14 days after Dropped has posted a:

- **system message to users notifying them of changes to the Privacy Policy; and**
- **notification on the Website's homepage or any other relevant web pages, explaining the changes to the Privacy Policy alongside a comparison of the "old" and "new" versions of the Privacy Policy.**

Other changes will take effect 14 days after their initial posting on the Website. However, if Dropped amends this Privacy Policy to comply with legal requirements, the amendments will become effective immediately upon their initial posting, or as required.

You agree to be bound by any of the changes made in the terms of this Privacy Policy. Continuing to use the Services will indicate your acceptance of the amended terms. If you do not agree with any of the amended terms, you must avoid any further use of the Services.