

Welcome to the AIMATTER Privacy Policy

AIMATTER OOO (“AIMATTER”) is a wholly owned subsidiary of [Google LLC](#). When you use AIMATTER’s services, you trust us with your information. This Privacy Policy is meant to help you understand what data we collect, why we collect it, and what we do with it. This is important; we hope you will take time to read it carefully.

Privacy Policy

Last modified: December 12, 2017 ([view archived versions](#))

Our Privacy Policy explains:

- What information we collect and why we collect it.
- How we use that information.
- The choices we offer, including how to delete captures you share with us.

Your privacy matters to us, so whether you are new to AIMATTER or a long-time user, please do take the time to get to know our practices – and if you have any questions [contact us](#).

Information we collect

We collect information to provide better services to all of our users. We collect information in the following ways:

- **Information you give us** (for example, when you share your captures with us).
- **Information we get from your use of our services.** We collect information about the services that you use and how you use them. This information includes:
 - Device information
We collect device-specific information (such as your hardware model, operating system version, unique device identifiers, information about drivers and components on your device, and mobile network information). AIMATTER may associate your device identifiers with your email address if you login to the service.
 - A unique device identifier (sometimes called a universally unique ID or UUID) is a string of characters that is incorporated into a device by its manufacturer and can be used to uniquely identify that device (for example an IMEI-number of a mobile phone). Different device identifiers

vary in how permanent they are, whether they can be reset by users, and how they can be accessed. A given device may have several different unique device identifiers. Unique device identifiers can be used for various purposes, including remembering the user's preferences. Some features of the service may not function properly if use or availability of device identifiers is impaired or disabled.

- Log information

When you use our services, we automatically collect and store certain information in server logs. This includes:

- details of how you used our service.
- Internet protocol address. Every device connected to the Internet is assigned a number known as an Internet protocol (IP) address. These numbers are usually assigned in geographic blocks. An IP address can often be used to identify the location from which a device is connecting to the Internet.
- device event information such as crashes, system activity, hardware settings, browser type, browser language, the date and time of your request and referral URL.
- cookies that may uniquely identify your browser.

- Location information

When you use the services, we may collect and process information about your location, including IP address and location settings on your device.

- Unique application numbers

Certain services include a unique application number. This number and information about your installation (for example, the operating system type and application version number) may be sent to AIMATTER when you install or uninstall that service or when that service periodically contacts our servers, such as for automatic updates.

- Local storage

We may collect and store information (including personal information) locally on your device and application data caches (a data repository on a device).

- Cookies and similar technologies

We use various technologies to collect and store information when you use our services, and this may include using cookies or similar technologies to identify your browser or device. We also use these technologies to collect and store information when you interact with services.

Information we collect when you are signed in to our services may be associated with the email address you used to sign in. When information is associated with your email address, we treat it as personal information. For more information about how you can access, manage or delete information that is associated with your email address, please visit [page].

AIMATTER does not knowingly collect or solicit any information from anyone under the age of 13. The Service and its content are not directed at children under the age of 13. The use of the Service by any person under the age of 13 is strictly prohibited under the [Terms of Use](#).

How we use information we collect

We use the information we collect from our services to provide, maintain, protect and improve them, to develop new ones, and to protect AIMATTER and our users. We also use this information to offer you tailored content – like suggesting styles for your captures.

When you contact AIMATTER, we keep a record of your communication to help solve any issues you might be facing. We may use your email address to inform you about our services, such as letting you know about upcoming changes or improvements.

We use information collected from cookies and other technologies to improve your user experience and the overall quality of our services.

We may combine personal information from one service with information, including personal information, from other AIMATTER services – for example to fulfill a request by you to delete captures you have shared with us.

We will ask for your consent before using information for a purpose other than those that are set out in this Privacy Policy.

AIMATTER processes personal information on our servers in many countries around the world. We may process your personal information on a server located outside the country where you live.

Transparency and choice

People have different privacy concerns. Our goal is to be clear about what information we collect, so that you can make meaningful choices about how it is used. For example, you can:

- [Review and update](#) what captures you share.
- [Delete captures shared](#) while logged in to our services.

Information you share

Our services provide you with different options on [sharing and removing your content](#).

Accessing and updating your personal information

Whenever you use our services, we aim to provide you with access to your personal information. We strive to give you ways to update it or to delete it – unless we have to keep that information for legitimate business or legal purposes. When accessing or updating your personal information, we may ask you to verify your identity before we can act on your request. We may reject requests that are unreasonably repetitive, require disproportionate technical effort (for example, developing a new system or fundamentally changing an existing practice), risk the privacy of others, or would be extremely impractical (for instance, requests concerning information residing on backup systems).

Where we can provide information access and correction, we will do so for free, except where it would require a disproportionate effort. We aim to maintain our services in a manner that protects information from accidental or malicious destruction. Because of this, after you delete information from our services, we may not immediately delete residual copies from our active servers and may not remove information from our backup systems.

Information we share

We do not share personal information with companies, organizations and individuals outside of AIMATTER unless one of the following circumstances applies:

- With your consent (for example, when you share your captures with us, we may also share them with Google LLC).
- We will share personal information with companies, organizations or individuals outside of Google when we have your consent to do so. We require opt-in consent for the sharing of any sensitive personal information (this is a particular category of personal information relating to confidential medical facts, racial or ethnic origins, political or religious beliefs or sexuality).
- With domain administrators.
- For external processing.
- We provide personal information to our affiliates (an entity that belongs to the Google group of companies) or other trusted businesses or persons to process it for us, based on our instructions and in compliance with our Privacy Policy and any other appropriate confidentiality and security measures.
- For legal reasons.
- We will share personal information with companies, organizations or individuals outside of Google if we have a good-faith belief that access, use, preservation or disclosure of the information is reasonably necessary to:

- meet any applicable law, regulation, legal process or enforceable governmental request.
- enforce applicable Terms of Service, including investigation of potential violations.
- detect, prevent, or otherwise address fraud, security or technical issues.
- protect against harm to the rights, property or safety of Google, our users or the public as required or permitted by law.

We may share non-personally identifiable information (information that is recorded about users so that it no longer reflects or references an individually identifiable user) publicly and with our partners.

If AIMATTER is involved in a merger, acquisition or asset sale, we will continue to ensure the confidentiality of any personal information and give affected users notice before personal information is transferred or becomes subject to a different privacy policy.

Information security

We work hard to protect AIMATTER and our users from unauthorized access to or unauthorized alteration, disclosure or destruction of information we hold. In particular:

- We encrypt our services using SSL.
- We review our information collection, storage and processing practices, including physical security measures, to guard against unauthorized access to systems.
- We restrict access to personal information to AIMATTER employees, contractors and agents who need to know that information in order to process it for us, and who are subject to strict contractual confidentiality obligations and may be disciplined or terminated if they fail to meet these obligations.

When this Privacy Policy applies

Our Privacy Policy applies to all of the services offered by AIMATTER.

Our Privacy Policy does not apply to services offered by other companies or individuals, including products or sites that may be displayed to you or linked from our services. Our Privacy Policy does not cover the information practices of other companies and organizations who advertise our services, and who may use cookies, pixel tags and other technologies to serve and offer relevant ads.

Compliance and cooperation with regulatory authorities

We regularly review our compliance with our Privacy Policy. When we receive formal written complaints, we will contact the person who made the complaint to follow up. We work with the appropriate regulatory authorities, including local data protection authorities, to resolve any complaints regarding the transfer of personal data that we cannot resolve with our users directly.

Changes

Our Privacy Policy may change from time to time. We will not reduce your rights under this Privacy Policy without your explicit consent. We will post any privacy policy changes on this page and, if the changes are significant, we will provide a more prominent notice. We will also keep prior versions of this Privacy Policy in an archive for your review.