

## Privacy Statement

Last modified: June 23, 2022

At Vurple, Inc. (“Vurple” or “We”), our **vision is to *be the bridge of effective communication for safer and better communities. Our mission is to, "Bridge The Gap."*** This begins with ensuring the privacy of the data you entrust us to protect. We implement ethical data privacy practices that prioritize making sure your data is secure and you understand how we use it. By adhering to these fundamentals, we make it easy for you to make informed choices to protect your personal information. We respect your privacy and are committed to protecting it through our compliance with this policy.

### Introduction

This policy describes the types of information we may collect or that you may provide when you download, register with, access, or use the Vurple application (the “App”); and our practices for collecting, using, maintaining, protecting, and disclosing that information.

This policy applies only to information we collect in this App, on the [www.vurple.org](http://www.vurple.org) website (the “Website”), and in email, text, and other electronic communications sent through or in connection with the App.

Please read this policy carefully to understand our policies and practices regarding your information and how we will treat it. If you do not agree with our policies and practices, do not download, register with, or use this App.

**BY DOWNLOADING, REGISTERING WITH, OR USING THIS APP, YOU AGREE TO THIS PRIVACY POLICY.** This policy may change from time to time (see [Changes to Our Privacy Statement](#)). Your continued use of this App after we revise this policy means you accept those changes, so please check the policy periodically for updates.

### Children Under the Age of 13

The App is not intended for children under 13 years of age, and we do not knowingly collect personal information from children under 13. If we learn we have collected or received personal information from a child under 13 without verification of parental consent, we will delete that information. If you believe we might have any information from or about a child under 13, please contact us at [info@vurple.org](mailto:info@vurple.org).

### Information We Collect and How We Collect It

We collect information from and about users of our App (1) directly from you when you provide it to us; and (2) automatically when you use the App.

### *Information You Provide to Us*

When you download, register with, or use this App, we may ask you provide information by which you may be personally identified, such as name, postal address, email address, demographics, and any other identifier by which you may be contacted online or offline (“personal information”); and that is about you but individually does not identify you, such as:

- Information that you provide by filling in forms in the App. This includes information provided at the time of registering to use the App (such as your name, postal address, email address, gender, age and occupation), subscribing to our service, and posting material. We may also ask you for information if you report a problem with the App.
- Records and copies of your correspondence (including email addresses and phone numbers), if you contact us.
- Your responses to polls that we might ask you to complete for research purposes.
- Details of transactions you carry out through the App and of the fulfillment of your orders, including credit or debit card information before placing an order through the App (we use Stripe, Inc. as our third-party service provider for payment services).

You may also provide information for publication or display (“Posted”) on public areas of the App (collectively, “User Contributions”). Your User Contributions are Posted and transmitted to others at your own risk. If you want your username and profile picture to remain anonymous, you can enable “VHOST” under your profile settings. We cannot control the actions of third parties with whom you may choose to share your User Contributions. Therefore, we cannot and do not guarantee that your User Contributions will not be viewed by unauthorized persons.

#### ***Automatic Information Collection and Tracking***

When you download, access, and use the App, it may use technology to automatically collect:

- **Usage Details.** When you access and use the App, we may automatically collect certain details of your access to and use of the App, including traffic data, location data, logs, and other communication data and the resources that you access and use on or through the App.
- **Device Information.** We may collect information about your mobile device and internet connection, including the device’s unique device identifier, IP address, operating system, browser type, mobile network information, and the device's telephone number.
- **Stored Information and Files.** The App also may access metadata and other information associated with other files stored on your device. This may include, for example, photographs, audio and video clips, personal contacts, and address book information.
- **Location Information.** This App collects real-time information about the location of your device. If you do not want us to collect this information do not download the App or delete it from your device. Note, however, that opting out of the App's collection of location information will disable its location-based features.

We also may use these technologies to collect information about your activities over time and across third-party websites, apps, or other online services (behavioral tracking).

#### ***Information Collection and Tracking Technologies***

The technologies we use for automatic information collection may include:

- **Cookies (or mobile cookies).** A cookie is a small file placed on your smartphone. It may be possible to refuse to accept mobile cookies by activating the appropriate setting on your smartphone. However, if you select this setting you may be unable to access certain parts of our App.

- **Web Beacons.** Pages of the App [and our emails] may contain small electronic files known as web beacons (also referred to as clear gifs, pixel tags, and single-pixel gifs) that permit the Vurple, for example, to count users who have visited those pages [or opened an email] and for other related app statistics (for example, recording the popularity of certain app content and verifying system and server integrity).

### ***Third-Party Information Collection***

When you use the App or its content, certain third parties may use automatic information collection technologies to collect information about you or your device. These third parties may include:

- Analytics companies.
- Your mobile device manufacturer.
- Your mobile service provider.

These third parties may use tracking technologies to collect information about you when you use this app. The information they collect may be associated with your personal information or they may collect information, including personal information, about your online activities over time and across different websites, apps, and other online services websites. We do not control these third parties' tracking technologies or how they may be used.

### **How We Use Your Information**

We use information that we collect about you or that you provide to us, including any personal information, to:

- Create a dataset of anonymized aggregated outputs to provide unbiased general consensus of sentiment and perception analysis (“Vurplytics”);
- Provide you with the App and its contents, and any other information or services that you request from us.
- Fulfill any other purpose for which you provide it.
- Give you notices about your account, including expiration and renewal notices.
- Carry out our obligations and enforce our rights arising from any contracts entered into between you and us, including for billing and collection.
- Notify you when App updates are available, and of changes to any products or services we offer or provide through it.

The usage information we collect helps us to improve our App and to deliver a better and more personalized experience by enabling us to:

- Estimate our audience size and usage patterns.
- Store information about your preferences, allowing us to customize our App according to your individual interests.
- Speed up your searches.
- Recognize you when you use the App.

We use location information we collect to tabulate the city and zip code from which you are using the App.

### **Disclosure of Your Information**

We may disclose Vurplytics to local, state and federal government; political parties; and provide organizations as part of our service offering.

We may disclose aggregated information about our users, and information that does not identify any individual or device without restriction. In addition, we may disclose personal information that we collect or you provide:

- To contractors, service providers, and other third parties we use to support our business who are bound by contractual obligations to keep personal information confidential and use it only for the purposes of providing the App to you.
- To a buyer or other successor in the event of a merger, divestiture, restructuring, reorganization, dissolution, or other sale or transfer of some or all of Vurple's assets, whether as a going concern or as part of bankruptcy, liquidation, or similar proceeding, in which personal information held by Vurple about our App users is among the assets transferred.
- For any other purpose disclosed by us when you provide the information.
- With your consent.
- To comply with any court order, law, or legal process, including to respond to any government or regulatory request.
- To enforce our rights arising from any contracts entered into between you and us, including the EULA and for billing and collection.
- If we believe disclosure is necessary or appropriate to protect the rights, property, or safety of Vurple, our customers or others.

### **Your Choices About Our Collection, Use, and Disclosure of Your Information**

We strive to provide you with choices regarding the personal information you provide to us. You can set your browser to refuse all or some browser cookies, or to alert you when cookies are being sent. If you disable or refuse cookies or block the use of other tracking technologies, some parts of the App may then be inaccessible or not function properly.

### **Accessing and Correcting Your Personal Information**

You can review and change your personal information by logging into the App and visiting your account profile page. You may also send us an email at [info@vurple.org](mailto:info@vurple.org) to request access to, correct, or delete any personal information that you have provided to us.. We may not accommodate a request to change information if we believe the change would violate any law or legal requirement or cause the information to be incorrect.

If you delete your User Contributions from the App, copies of your User Contributions may remain viewable in cached and archived pages, or might have been copied or stored by other App users and we may retain deidentified aggregated data about your use of the App Proper access and use of information provided on the App, including User Contributions, is governed by our terms of use [www.vurple.org/termsfuse](http://www.vurple.org/termsfuse).

### **Data Security**

We have implemented measures designed to secure your personal information from accidental loss and from unauthorized access, use, alteration, and disclosure. All information you provide to us is stored on

our secure servers behind firewalls. Any payment transactions will be processed using a third-party payment processor.

The safety and security of your information also depends on you. Where you have chosen a password for access to certain parts of our App, you are responsible for keeping this password confidential. We ask you not to share your password with anyone. We urge you to be careful about giving out information in public areas of the App like message boards. The information you share in public areas may be viewed by any user of the App.

### **Changes to Our Privacy Statement**

We may update our privacy policy from time to time. If we make material changes to how we treat our users' personal information, we will post the new privacy policy on this page with a notice that the privacy policy has been updated and notify you by email to the primary email address specified in your account.

The date the privacy policy was last revised is identified at the top of the page. You are responsible for ensuring we have an up-to-date active and deliverable email address for you and for periodically visiting this privacy policy to check for any changes.

### **Contact Information**

To ask questions or comment about this privacy policy and our privacy practices, contact us at [info@vurple.org](mailto:info@vurple.org).