

## **PRIVACY POLICY**

**Last modified October 24 , 2017**

Protecting your privacy is extremely important to Albedo Informatics Inc. This privacy policy governs your use of the mobile device application LARGE (the “App” or “Application”) created by Albedo Informatics Inc. (the “Company”)

This Privacy Policy explains our practices regarding the collection, use, and disclosure of the information we receive through LARGE. The App is an augmented reality, location-based messenger tool that allows people to create interactive augmented reality scenes, called “pops” and share them with other users. You can also leave pops in locations, so other users can access them when they are near that location. Pops can contain media content, such as photos, videos, audio clips, 3D-models, and effects. Together these elements allow users to create unique and immersive experiences they can share with their friends and the LARGE community.

### **What information does LARGE obtain and how is it used?**

#### **User Provided Information**

Registration is required in order to use LARGE, because you need a user account in order to create, share, and experience pops. When you register with us and use LARGE, there are four main types of information we obtain from you:

1. Registration information. Generally includes your email address, age, user name, password and other registration information. You can also register for LARGE using an existing social media account, and/or link your LARGE user account to an existing Google or Facebook account. We do this in order improve your experience with LARGE, as it will make it easier for you to connect to and share with your friends. In the case you register with and/or link to your Google account we will collect your Google email address and information that your privacy settings with Google permit us to access. In the case you register with, and/or link to your Facebook account, we will collect your Facebook registered email address and information that your privacy settings with Facebook permit us to access.
2. Transaction-related information, such as when you make purchases, respond to any offers, or download or use applications and additional content from us.
3. Information you provide us when you contact us for help and/or feedback
4. Information you enter into our system when using the application. This information includes User Content (e.g., text, photos, videos, audio and other materials) you place into your pops.

We may also use the information you provided us to contact you from time to time to provide you with important information, required notices and marketing promotions.

## **Automatically Collected Information**

In addition, LARGE may collect certain information automatically, including, but not limited to, the type of mobile device you use, your mobile device's unique device ID, the IP address of your mobile device, your mobile operating system, the type of mobile Internet browsers you use, and information about the way you use LARGE.

### **Analytics information:**

We may use third-party analytics tools to help us measure traffic and usage trends for LARGE. These tools collect information sent by your device or our Service, including the web pages you visit, add-ons, and any other information that assists us in improving LARGE. We collect and use this analytics information with analytics information from other Users so that it cannot reasonably be used to identify any particular User.

### **Device identifiers:**

When you use a mobile device like a tablet or phone to access LARGE, we may access, collect, monitor, store on your device, and/or remotely store one or more "device identifiers." Device identifiers are small data files or similar data structures stored on or associated with your mobile device, which uniquely identify your mobile device. A device identifier may be data stored in connection with the device hardware, data stored in connection with the device's operating system or other software, or data sent to the device by LARGE.

A device identifier may deliver information to us or to a third party partner about how you browse and use LARGE and may help us or others provide reports or personalized content and ads. Some features of LARGE may not function properly if use or availability of device identifiers is impaired or disabled.

### **Does LARGE collect precise real time location information from your device?**

When you use LARGE, we may use GPS technology (or other similar technology) to determine your current location in order to determine the jurisdiction you are located within and display a location map with relevant information, such as POPS nearby your location or advertisements. We will not share your current location information with other users or partners.

If you do not want us to use your location for the purposes set forth above, you should turn off the location services for the mobile application located in your account settings or in your mobile phone settings and/or within the mobile application.

## **HOW LARGE STORES YOUR INFORMATION**

Storage and Processing:

Your information collected through LARGE may be stored and processed in Canada, the United States or any other country in which LARGE, its Affiliates or Service Providers maintain facilities.

By registering for and using LARGE you consent to the transfer of information to Canada, the U.S. or to any other country in which LARGE, its Affiliates or Service Providers maintain facilities and the use and disclosure of information about you as described in this Privacy Policy.

We use commercially reasonable safeguards to help keep the information collected through LARGE secure and take reasonable steps (such as requesting a unique password) to verify your identity before granting you access to your account. However, LARGE cannot ensure the security of any information you transmit to us or guarantee that information on LARGE may not be accessed, disclosed, altered, or destroyed.

Please do your part to help us. You are responsible for maintaining the secrecy of your unique password and account information, and for controlling access to emails between you and LARGE, at all times. Your privacy settings may also be affected by changes to the social media services you connect to LARGE make to their services. We are not responsible for the functionality, privacy, or security measures of any other organization.

### **Do third parties see and/or have access to information obtained by LARGE?**

Yes. We will share your information with third parties only in the ways that are described in this privacy statement.

We may disclose User Provided and Automatically Collected Information:

- as required by law, such as to comply with a subpoena, or similar legal process;
- when we believe in good faith that disclosure is necessary to protect our rights, protect your safety or the safety of others, investigate fraud, or respond to a government request;
- with our trusted services providers who work on our behalf, do not have an independent use of the information we disclose to them, and have agreed to adhere to the rules set forth in this privacy statement.
- if Albedo Informatics Inc. is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via email and/or a prominent notice on our Website of any change in ownership or uses of this information, as well as any choices you may have regarding this information.

### **What are my opt-out rights?**

You can stop all collection of information by LARGE easily by uninstalling the Application. You may use the standard uninstall processes as may be available as part of your mobile device or

via the mobile application marketplace or network. You can also request to opt-out via email, at [privacy@thisislarge.com](mailto:privacy@thisislarge.com)

### **Data Retention Policy, Managing Your Information**

We will retain User Provided data for as long as you use the Application and for a reasonable time thereafter. We will retain Automatically Collected information for up to 24 months and thereafter may store it in aggregate. If you'd like us to delete User Provided Data that you have provided via the Application, please contact us at [privacy@thisislarge.com](mailto:privacy@thisislarge.com) and we will respond in a reasonable time. Please note that some or all of the User Provided Data may be required in order for the Application to function properly.

### **Children**

We do not use the Application to knowingly solicit data from or market to children under the age of 13. If a parent or guardian becomes aware that his or her child has provided us with information without their consent, he or she should contact us at [privacy@thisislarge.com](mailto:privacy@thisislarge.com). We will delete such information from our files within a reasonable time.

### **Security**

We are concerned about safeguarding the confidentiality of your information. We provide physical, electronic, and procedural safeguards to protect information we process and maintain. For example, we limit access to this information to authorized employees and contractors who need to know that information in order to operate, develop or improve LARGE. Please be aware that, although we endeavor to provide reasonable security for information we process and maintain, no security system can prevent all potential security breaches.

### **Changes**

This Privacy Policy may be updated from time to time for any reason. We will notify you of any changes to our Privacy Policy by posting the new Privacy Policy here and informing you via email or text message. You are advised to consult this Privacy Policy regularly for any changes, as continued use is deemed approval of all changes. You can check the history of this policy by clicking [here](#).

### **Your Consent**

By using LARGE, you are consenting to our processing of your information as set forth in this Privacy Policy now and as amended by us. "Processing," means using cookies on a computer/hand held device or using or touching information in any way, including, but not limited to, collecting, storing, deleting, using, combining and disclosing information, all of which activities will take place in Canada and the United States. If you reside outside of Canada or the

United States your information will be transferred, processed and stored in the United States and Canada under United States privacy standards.

**Contact us**

If you have any questions regarding privacy while using LARGE, or have questions about our practices, please contact us via email at [privacy@albedoinformatics.com](mailto:privacy@albedoinformatics.com)