

## Privacy Policy

*Effective date: 5/5/2015*

This Privacy Policy ("Privacy Policy") details the steps we take to protect you and your data. Please read the following to learn more about Mobidia's information practices. By using or accessing any of Mobidia's websites, products, or mobile applications (collectively, the "Services"), you acknowledge that you accept the practices and policies outlined in this Privacy Policy and consent to the collection, use, and sharing of your information as described herein. Any capitalized terms used in this Policy without definition have the definitions given to them in the Terms of Service , which incorporates this Privacy Policy.

## About us

Mobidia provides insights into app penetration and engagement that allow consumers, app publishers, carriers, and others make better decisions and provide better services.

## Overview

This Privacy Policy covers the treatment of information we gather when you access or use our Services, but not to the practices of companies or third parties we don't own or control. We gather various types of information from our users, as explained below, and we use such information in connection with our Services, including to personalize, provide, and improve our products, to contact you and/or allow other users to contact you, to fulfill your requests, and to analyze how you use the Services. In certain cases, we may also share your information with Affiliates and third parties, as described below.

## How We Use Your Information

We use the information we receive to provide, support, analyze, develop and improve our Services, as well as products and/or services offered by our Affiliates. This may include (but is not limited to):

- Analyzing your use of mobile applications and data, which may include combining such information (including personally identifying information) with information we receive from Affiliates or third parties;
- Providing market analytics, business intelligence, and related services to Affiliates and third parties;
- Operating the Services, such as data usage monitoring;
- Communicating with you about the Services and/or responding to communications from you;
- Complying with applicable laws and law enforcement requests;
- Enforcing our Terms of Service and/or this Privacy Policy, preventing unlawful activities, addressing misuse of the Services and protecting the rights, property, safety or security of Mobidia, our employees, our users, our Affiliates, or other third-parties; and
- Communicating with you about the Services. By using the Services, you authorize us to contact you for such purposes. If you do not want to receive communications from us, please [Contact Us](#)

You may opt out of use of your information in market analytics and business intelligence by selecting "Opt-Out" under "More Settings" in the Menu.

## How We Share Your Information

We will not rent or sell your information in personally identifiable form without your permission. Notwithstanding the foregoing, we may share your information with third parties (including Affiliates) as described in this section:

**Aggregated/Anonymized Information.** We may provide, sell or distribute to third parties any information that does not include personally identifiable information, or for which we have taken reasonable steps to remove personally identifiable information.

**Affiliated Businesses.** Businesses or third parties that are legally part of the same group of companies that Mobidia is part of ("Affiliates"), such as App Annie, may provide to us, or receive from us, personally identifiable information, which will be used to operate, improve and develop our Services, as well as their own products and services. Affiliates that receive personally identifiable information from us will treat such information in accordance with the restrictions outlined in this section.

**Business Transfers.** We may choose to buy or sell assets. In these types of transactions, user information is typically one of the assets transferred. If we (or our assets) are acquired, enter bankruptcy, or go through some other change of control, your information may be transferred to, or acquired by, a third party.

**Protection of Mobidia and Others.** We reserve the right to access, read, preserve, and disclose any information we believe is necessary to: comply with applicable laws, court orders or legal requests; address illegal activity; or protect the rights, property, safety or security of Mobidia, our employees, our users, our Affiliates, or other third-parties.

**Service Providers.** We use other companies and third parties to perform tasks on our behalf ("Service Providers") and may need to share your personally identifiable information with them to provide the Services. For example, we may use Service Providers to help host our databases, perform analyses or research, or measure the effectiveness of our Services. Service Providers do not have any right to use the information we share with them beyond what is necessary to assist us and must act in accordance with this Privacy Policy.

## Information Collected by Mobidia

### INFORMATION YOU PROVIDE TO US

We receive and store any information you knowingly provide to us. For example, certain information (such as name, email address, and/or phone number) may be required to register with us or to take advantage of some of our offerings (e.g., our whitepapers).

We may communicate with you if you've provided us the means to do so. For example, if you've given us your email address, we may send you emails about your use of the Services. If you do not want to receive communications from us, please [Contact Us](#).

### INFORMATION COLLECTED BY THE SERVICES

Please be aware that in order to provide our Services (e.g., My Data Manager, Mobidia website), we need to collect certain information, such as:

- Device manufacturer and model
- Operating system
- Language codes
- Device identifiers (e.g., Android ID, IDFA)
- Carrier or network
- IP address
- Location data (e.g., city)
- Installed apps and usage information (e.g., how long you use an app or feature)
- Network traffic (e.g., websites visited, other online activities)
- Power consumption
- Browser information (e.g., browser type, cookies)

## Retention and Deletion

We retain your information for as long as needed to provide you with the Services and perform the uses described in this Privacy Policy and the Terms of Service . If you decide to stop using the Services, you can request that we remove personally identifying information collected from you by [Contacting Us](#).

We may reject requests that are unduly burdensome or repetitive or that cannot be honored in light of legal obligations, ongoing disputes, or where retention is necessary to enforce our agreements or protect our or another party's rights, property, safety, or security. Please note that we may maintain aggregated and/or anonymized information (or information for which we have taken reasonable steps to remove personally identifiable information) indefinitely.

## Cookies and Similar Technologies

"Cookies" are identifiers we transfer to your browser or device that allow us to recognize your browser or device and tell us how and when pages and features in our Services are visited and by how many people. Pixels are invisible images embedded into web pages that allow us to determine when and how often a page or feature is accessed. We use cookies, pixels, and similar technologies to help support, improve and operate the Services (e.g., to help customize the Services, to support analytics gathering, for security purposes, to identify popular features).

You may be able to change the preferences on your browser or device to prevent or limit your device's acceptance of cookies and similar technologies, but this may prevent you from taking advantage of some of our features.

Third-party sites and services used in providing the Services (or linked to by the Services), such ad networks, analytics providers, plug-in providers, social media platforms, and our Affiliates, may also use cookies and/or similar technologies. This Privacy Policy does not cover such third-party sites or services, and we aren't responsible for their privacy policies or practices (which may include collecting information such as your IP address and your activity on the Services). We encourage you to review the relevant privacy policies from those third-parties to learn more about their information practices.

## Security

While we endeavor to protect against destruction, loss, misuse, and unintentional disclosure of the information in our possession, we cannot guarantee complete security. Unauthorized entry or use, hardware or software failure and other factors may compromise the security of the information we hold and we are not responsible for the consequences of such breach.

## International Transfers

We may store and process your information through third-party or Affiliate hosting services in the United States, the European Economic Area, Asia and other jurisdictions. This means that we may transfer your information to a jurisdiction with different data protection laws than your home jurisdiction. By using the Services, you consent to such transfer for the purposes described herein.

## Children Under Privacy

If you are under 13, please do not attempt to register for the Services or send any personal information to us. If we learn that we have collected personal information from a child under 13, we will delete that information as quickly as possible. If you believe that a child under 13 may have provided us personal information, please [Contact Us](#).

## Changes and Updates

We're constantly working to improve the Services and may need to update this Privacy Policy from time to time. You agree that continued use of the Services after changes to the Privacy Policy have been posted signifies your acknowledgement and consent to such updated Privacy Policy.

## Contacting Us

If you have any questions regarding our privacy policy, please [Contact Us](#). It is the express wish of the parties that this Privacy Policy and all related documents have been drawn up in English. C'est la volonté expresse des parties que la présente convention ainsi que les documents qui s'y rattachent soient rédigés en anglais. The English version of these Terms will be the version used when interpreting or construing these Terms