

## Privacy Policy

### Privacy Policy for Befriend Me

**Effective Date:** September 01, 2023

#### 1. Introduction

Welcome to Befriend Me, a mobile application developed and operated by BeFriend Me L.L.C. ("we," "us," or "our"). We are committed to protecting your privacy and ensuring the security of your personal information. This Privacy Policy outlines how we collect, use, disclose, and safeguard your information when you use our mobile application.

By accessing or using Befriend Me, you consent to the practices described in this Privacy Policy. If you do not agree with this Privacy Policy, please do not use our app.

#### 2. Information We Collect

a. **Personal Information:** We may collect personal information that you provide to us when you use our app, such as your name, email address, profile picture, and other details you choose to share.

b. **Usage Data:** We may collect data about your interactions with our app, including the features you use, the content you view, and the duration of your usage.

c. **Location information:** We may collect your location information to provide you with the best possible match with the services, businesses, and offers within the app. We may use GPS and other technologies to collect geolocation data (either precise or imprecise) that tells us your current location (based on your IP address).

d. **TrueDepth API:** Our app make use of automatically collected information using the device camera and the TrueDepth API provided by Apple. The only use of this information is to track the user's head and face so that the user can control the AR experience, the selfie functions, and video calling functions by moving their device and their head. None of the information collected by the TrueDepth API ever leaves the user's device nor is it persistently stored on the device.

e. **Payment Data.** We may collect data necessary to process your payment if you make purchases, such as your payment instrument number (such as a credit card number), and the security code associated with your payment instrument. All payment data is stored by Stripe. You may find their privacy notice link(s) here: <https://stripe.com/privacy>.

f. **Device Information:** We may automatically collect information about your device, including your device type, operating system, and unique device identifiers.

#### 3. How We Use Your Information

We use the collected information for the following purposes:

a. **To Provide and Improve Our Services:** We use your information to provide and enhance the functionality of our app, troubleshoot technical issues, and develop new features.

b. **Communication:** We may use your email address to send you updates, notifications, and important information related to our app.

c. Analytics: We may use aggregated, anonymized data for analytical purposes to understand user behavior and improve our app.

#### **4. Data Sharing and Disclosure**

a. Third-Party Service Providers: We may share your information with third-party service providers (such as [agora.io](https://www.agora.io) for calling channel) who assist us in operating and maintaining our app. These service providers are bound by contractual obligations to protect your data.

b. Legal Compliance: We may disclose your information if required by law, regulation, or legal process.

#### **5. Your Choices**

You have the following rights regarding your personal information:

a. Access and Correction: You can review, update, or delete your personal information by contacting us at [befriendmellc@gmail.com](mailto:befriendmellc@gmail.com).

b. Opt-Out of emails: You can opt out of receiving promotional emails from us by following the instructions provided in those emails.

c. Opt out of Location services: You can opt out of allowing us to collect location information either by refusing access to the information or by disabling your Location setting on your device. Note however, if you choose to opt out, you may not be able to use certain aspects of the Services.

#### **6. Security**

We implement reasonable security measures to protect your information from unauthorized access, disclosure, alteration, or destruction. However, no method of transmission over the internet or electronic storage is 100% secure, and we cannot guarantee absolute security.

#### **7. Changes to this Privacy Policy**

We reserve the right to update or modify this Privacy Policy at any time. Changes will be effective immediately upon posting on our app. We encourage you to review this Privacy Policy regularly to stay informed about our data practices.

#### **8. Contact Us**

If you have any questions or concerns about this Privacy Policy or our data practices, please contact us at [befriendmellc@gmail.com](mailto:befriendmellc@gmail.com).