

# **Esteem Builder, Version 1.0**

## **Mobile Application Privacy Policy**

**07Jul2013**

This privacy policy governs your use of a software application (“Application”) on a mobile device that was created by Okunarium Labs. The Application is a fully functioning audiovisual metronome for use by music enthusiasts.

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

User Provided Information – The Application does not require the user to register or provide information to Okunarium Labs to use this app.

Automatically Collected Information – The Application may collect certain information automatically, such as the type of mobile device you use, 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 the Application. See “Automatic Data Collection and Advertising” section for examples.

### **Does the Application collect precise real time location information of the device?**

This Application does not collect precise information about the location of your mobile device.

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

Yes. Automatically collected information may be collected by third party advertisers and analytics companies. Third parties store and maintain information according to their own published

privacy policies. See the “Automatic Data Collection and Advertising” section for information about third party advertisers and analytics companies associated with this mobile application.

Okunarium Labs does not store or have direct access to automatically collected information; however, reports built using this information may be available for our review.

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;
- if Okunarium Labs is involved in a merger, acquisition, or sale of all or a portion of its assets, you will be notified via a prominent notice on our Web site of any change in ownership or uses of this information, as well as any choices you may have regarding this information;
- to advertisers and third party advertising networks and analytics companies as described below under the Section entitled Automatic Data Collection and Advertising.

### **Automatic Data Collection and Advertising**

This Application is supported by advertising, and uses Apple’s iAd network to display advertisements. Apple’s iAd network operates according to Apple’s Customer Privacy Policy. It is available at [www.apple.com/privacy](http://www.apple.com/privacy). If you would like to opt-out from third party use of this type of information to help serve targeted

advertising, please visit the section entitled “Opt-out” below.

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

There are multiple opt-out options for users of this Application:

Opt-out of all information collection by uninstalling the Application – You can stop all collection of information by the Application 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.

Opt-out from the use of information to serve targeted advertising by advertisers and/or third party network advertisers. These parties provide their own opt-out processes. Information about these processes is provided below.

Apple iAd network - Refer to [support.apple.com/kb/HT4228](https://support.apple.com/kb/HT4228) for information on how to opt out of iAd network interest-based ads.

### **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@okunariumlabs.com](mailto:Privacy@okunariumlabs.com). We will delete such information from our files within a reasonable time.

It is also the responsibility of a parent or guardian to notify third party advertisers and analytics companies to also comply. Refer to the “Automatic Data Collection and Advertising” section for information about third parties.

### **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 our Application. 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 <http://www.okunariumlabs.com/esteembuilder/privacy.pdf>. You are advised to consult this Privacy Policy regularly for any changes.

## **Your Consent**

By using the Services, you are consenting to our processing of User Provided and Automatically Collection 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 the United States. If you reside outside the U.S. your information will be transferred to the U.S., and processed and stored there under U.S. privacy standards. By using the Application and providing information to us, you consent to such transfer to, and processing in, the US.

**Contact us** – If you have any questions regarding privacy while using the Application, or have questions about our practices, please contact us via email at [privacy@okunariumlabs.com](mailto:privacy@okunariumlabs.com).